



# *Drama*Directory

Your guide to European TV Drama Commissioning Editors and Buyers


**2014  
UPDATE**



Creative  
Europe  
**MEDIA**

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This directory is an initiative of Creative  
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the publisher. This Directory is inspired  
by The EDN Financing Guide, a guide for  
financing documentary films published  
by European Documentary Network.  
([www.edn.dk](http://www.edn.dk))

Digital Edition

The publication of this directory is  
sponsored by the Broadcasting Authority  
of Ireland.

## ACKNOWLEDGEMENTS

We would like to thank a number of people and organisations who have made this publication possible.

The Creative Europe Programme, European Commission and the EACEA  
Michael O'Keeffe, Brian Furey and Patricia Kelly – Broadcasting Authority of Ireland  
Matheson Ormsby Prentice for Legal advice  
All the staff at the Creative Europe Desk MEDIA offices in Europe  
All the Participating Broadcasters  
The European Documentary Network (EDN)  
The European Audiovisual Observatory  
Lisa Kelly - Creative Europe Desk Ireland MEDIA  
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# INTRODUCTION

The network of Creative Europe Desk MEDIA offices is delighted to publish this updated 2014 edition of the Drama Directory, a Guide to European TV Drama Commissioning Editors and Buyers.

We had become aware of an information gap in this area in our work with clients, in particular with applicants for the TV Programming support scheme. We thought the best way to address this was to make use of our own network, with each MEDIA office providing information on TV Channels in its own territory. It has proved to be a rewarding collaboration – a true European co-production.

We would like to take this opportunity to thank the participating Broadcasters for their generosity in providing the information contained in this Directory, the European Audiovisual Observatory for allowing us to use information from the MAVISE database and the Broadcasting Authority of Ireland for sponsoring this publication.

This directory is complementary to all market and database initiatives funded by the MEDIA Sub-programme with the aim to achieve a transparent single market for all Audiovisual programmes in Europe. Examples of other MEDIA publications include the Training and Networks guide and the Festival Guide which can be downloaded from the Creative Europe website.

We hope the Drama Directory will continue to be a useful resource for Television Drama Producers and Broadcasters alike. We welcome your feedback and suggestions for future editions.

**THE CREATIVE EUROPE DESKS – MEDIA OFFICES**







# AUSTRIA

The public service broadcaster's channels ORF1 and ORF2 had a combined average audience market share of 35.3%. In 2011, the channel "ORFIII Kultur und Information" (specialised on culture, history, Europe) was introduced, as well as the sports-channel ORF Sport +. The main German private channels (RTL, Sat1 Österreich, ProSieben Austria und Vox) had a combined market share of 20.6%. German public service channels had a combined audience market share of around 13%. The main private Austrian channel is ATV with a market share of 3.3%, followed by Puls 4 (3%). (Audience data source: *Eurodata TV Worldwide / AGTT / GfK Teletest*).

Half of the 3,55 million TV households receive Satellite television, followed by 44% connected to cable TV, only half of which is digitised. IPTV and DVB-T households each make up 6% of the total number of TV households. The degree of digitisation in December 2012 was 77%. Digital terrestrial television provides the following national channels: ATV, ATV2, ORF1, ORF2, ORFIII, ORF Sport +, PULS 4, Red Bull TV, Servus TV and 3sat. There are 18 regional and local stations. The new pay-DTT platform Simpli TV marked the introduction of DVB-T2 technology in Austria (2013). The biggest cable operator is UPC, with 535 000 subscribers. Digital satellite packages are provided by ORF, Sky Österreich, Austria Sat, HD Austria. IPTV platforms are A1 TV in Vienna by A1 Telekom Austria AG (210 000 subscribers) and the platform TV-Box operated by MyPhone Austria GmbH.



*Sarajevo*, directed by Andreas Prochaska. A production of DOR Filmproduktions GmbH for ORF and ZDF, supported by Fernsehfonds Austria and Filmfonds Wien, with participation of BETA Film GmbH. © ORF



# ORF

ORF is an independent public service broadcasting corporation. It has four national TV channels: ORF 1, ORF 2, ORF III, ORF Sport+, four national and nine regional radio stations, all financed by license fees and advertising. The TV channels are complementary and are transmitted by terrestrial network as well as satellite in collaboration with 3sat.

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**AUSTRIA**

# BELGIUM

The three Communities (Flemish, French and German speaking) each have responsibility for audiovisual communication and constitute separate markets, the common feature being the fact that all three markets have been extensively cabled for three decades and are thus able to receive the channels of neighbouring countries. They each have their own systems of regulating the audiovisual media and their own public service broadcasters, namely the VRT, the RTBF and the BRF respectively.

The main players in the Flemish Community are VRT, which operates the public channels Één, Canvas and Ketnet/OP12, and Mediaaan (Vlaamse Media Maatschappij), which runs the channels VTM, 2BE, Anne, Jim, vtmKzoom and Vitaya. Één (VRT) continues to dominate the market, with a steadily rising daily audience share of 31% in 2013, a slight decrease compared to 2010 (33%) which reached 33% in 2010 (compared with 28.7% in 2006). Behind Één in audience terms are the channel VTM (17.4% in 2013) and the second public channel Canvas (children's programmes during the day sports and cultural programmes in the evening), followed by Vier, 2BE and Vijf. The rest of the market is split between a number of special interest channels set up in the Flemish Community as well as French and Dutch language channels.

In the French Community (which now refers to itself as the "Federation Wallonie- Bruxelles"), the main operators of television channels are, apart from RTBF (La Une, La Deux and La Trois), the RTL group, with its three channels RTL-TVI, Club RTL and Plug RTL that target Belgium but operate under Luxembourg law, and the French group AB (AB3, AB4 and AB Shopping). RTBF's market share rose slightly in 2012 (20.9% compared with 20.5% in 2011). RTL-TVI continues to dominate the market with a 20.1% daily audience share in 2012 (19.2% in 2008) and a prime time market share of 28%. The second most important Belgian channel is La Une (RTBF), with a 14.6% market share. La Deux once again exceeded the 5% mark (5.4% compared with 4.8% in 2011). The other Belgian channels have a combined share of less than 5% (Club RTL, La Deux, AB3, etc) and a significant number of viewers still turn to the French channels, which command about a third of the audience share.

In the German speaking Community, the majority of the population (about 74 000 inhabitants) choose mainly to watch the German television channels.

Almost 100% of Belgian households subscribe to pay TV cable TV, mainly due to the extent of the country's cable network. The country's primary cable operator, Telenet (58% of which is under the ownership of Liberty Global since January 2013), claims more than 2.1 million subscribers to its range of channels. The other cable operators are Brutélé, Tecteo (under the VOO brand) and Numericable/Coditel. The market has undergone significant concentration in the last four years, with the number of cable operators falling from 19 in 2006 to just 6 in 2012. Since January 2013, the service of AIESH has been replaced by that of Numericable. In July 2011, the IBPT (the federal telecommunications services authority) adopted a plan to open up the cable network. This states that cable operators will in future have to enable any interested parties to make a bid to offer television services or high speed Internet services using the networks of the major cable operators.

SOURCE: MAVISE Database  
— a database provided by  
the European Audiovisual  
Observatory on behalf of the  
DG Communication of the  
European Commission.



*The Spiral.* Produced by Caviar, Belgium. Developed with the support of the MEDIA Interactive support scheme.





# BTV (BELGIUM TELEVISION SA)

Created in 2011, BTV operates 2 generalist channels totalling a 5.1% market share in the South of Belgium. AB3 is devoted to fiction (67%) and entertainment for an audience aged 15-34 year old. AB4 focus on fiction (59%) like cult movies and classical series towards an older audience (35+).

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**BELGIUM (FRENCH-SPEAKING)**



# BETV

Owned by cable operator Tecteo, BeTV offers a digital package of thematic channels (pay TV), Be Premium, including cinema (Be1, Be Ciné), series (Be Series) and sports (Be Sport 1, 2 and 3). It also distributes specialized services (Be Enfant, Be Documentaires, Be Charme ) as well as a VoD catalogue. 61% of the programming on Be1 is made of films. Most of its acquisitions come from Canal + France.

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**BELGIUM (FRENCH-SPEAKING)**



# RTL-TVI – CLUB RTL – PLUG TV

RTL, a subsidiary of CLT-UFA/RTL Group, operates 3 channels in French-speaking Belgium with a 30% market share. RTL-TVi is a generalist channel combining news programmes, entertainment, commercial films and series (mainly American). Until recently, Club RTL was focused on niche programme for kids, series and films but now it plans to go more mainstream. Plug addresses young adults with series, cult movies, reality shows and music programmes.

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**BELGIUM (FRENCH-SPEAKING)**

# RTBF

RTBF, the public broadcaster in the French-speaking community, operates 3 channels: la Une, la Deux, la Trois. La Une is focused on information, entertainment and generalist programmes. La Deux is more oriented towards series and sports. La Trois is a children's channel in the daytime and a more cultural one (documentaries & films in original version) in the evening.

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**BELGIUM (FLANDERS)**



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VRT is Belgium's Dutch-language public broadcaster of the Flemish community in Belgium. VRT consists of the family entertainment channel Één, the youth channel Ketnet and Canvas, which is an informative and cultural channel with a strong documentary profile. From May 2012 on Canvas and Ketnet will operate as separate channels.

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**BELGIUM (FLANDERS)**



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**BELGIUM (FLANDERS)**



# SBS BELGIUM, VT4 AND VIJFTV

VT4 is a private generalist channel with national coverage in Belgium, but focusing on the country's Flemish (i.e. Dutch speaking) community. VT4 offers free tv and broadcasts 168 hours per week. VIJFtv is a lifestyle free tv channel specifically targeted at (young) women in the Belgian-Flemish community. VIJFtv also airs 168 hours per week.

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**BELGIUM (FLANDERS)**





# VMMA (VLAAMSE MEDIA MAATSCHAPPIJ), VTM AND 2BE

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**BELGIUM (FLANDERS)**



# BULGARIA

In Bulgaria the private channel bTV (Central European Media Enterprises) dominates the market and had a daily audience market share of 36.3% in 2012. BNT, the public broadcaster now has four television channels and a total audience share of 8.5% (less than half the share it had in 2006). The other major commercial player is the Modern Times Group with Nova TV (14.9%). (Audience data source: Eurodata TV Worldwide / TNS TV Plan).

Approximately 30% of Bulgarian homes receive cable television with over 600 cable network operators. In 2010, the private equity company EQT V took over two major operators: Cabletel and Eurocom establishing a new service called Blizoo. The service had 440 000 subscribers in 2013. In 2010 Telekom Austria (via Mobiltel) bought into the Bulgarian market (acquiring Megalan and Spectrum).

The Bulgarian satellite market has witnessed several major changes in the last year. Satellite BG closed down in June 2013 due to the economic crisis. The service had about 50 000 customers and they were recommended by Satellite BG to move to Vivacom. The main players in the market are Bulsatcom and Vivacom TV (from Telekom operator Vivacom). A new service was launched in 2013 by Neterra and Telenor called W1. There are also at least 15 IPTV services available, mostly provided by local ISPs, with the most important provided by Mobiltel (Telekom Austria).

Regarding DTT in Bulgaria there were tenders in 2009 and 2010. Two companies were selected: Towercom (Slovak Republic) to operate two nation-wide DTT multiplexes; and Hannu Pro (Latvia) to operate three nation-wide DTT multiplexes and the public service multiplex. Complaints against this decision led to the opening of infringement proceedings by the European Commission regarding the tender process including the restrictions on who could enter the tender. The two operators have continued the development of DTT services. Switch-off was reported to have taken place in September 2013. However, such a large number of homes were unprepared and left without television signals that the switch-off was delayed until November 2013. Low income homes were provided with vouchers to help in the purchase of DTT equipment.

SOURCE: MAVISE Database – a database provided by the European Audiovisual Observatory on behalf of the DG Communication of the European Commission.



# TV7

TV7 is a Bulgarian polythematic television channel with a national coverage. It is the main channel in the group of channels TV7, NEWS7 and SUPER7 which starts its broadcasting at the end of 2005. Since 2013 the program of the television is being processed digitally on the territory of the whole country while reaching 96.2% of population coverage.

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**BULGARIA**



# bTV

bTV is the first private national TV station in Bulgaria.

bTV's program was broadcast for the first time on June 1<sup>st</sup> 2000, thus breaking the monopoly of the public national TV station and changing entirely the media environment in Bulgaria. For 12 years bTV firmly established itself as the most watched TV channel in Bulgaria with nearly 40% share of all viewers and with leading positions on the advertising market.

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**BULGARIA**



# NOVA TV

In 2008 NOVA TV became part of Modern Times Group (MTG). At the beginning 2011 NOVA, DIEMA, DIEMA 2 и DIEMA FAMILY, NOVA SPORT, TV 1000 Balkan, Viasat History, Viasat Explore и Viasat Nature, as well as EVA magazine became part of the established Nova Broadcasting Group. The expansion continues in 2013, when the company became owner of 70 % of Darik Net and all web sites of Darik web together with the biggest digital media company in the country Netinfo.

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**BULGARIA**



# BNT

The Bulgarian National Television (BNT) was founded in 1959 and it was the first television service to broadcast on the territory of Bulgaria. As a public service broadcaster, the main purpose of BNT is to deliver a broad range of news and programming that keeps its audience informed about important issues and events in the areas of politics, economics, business, culture, science and education. BNT operates four regional production centres in the cities of Blagoevgrad, Varna, Plovdiv and Rousse. In 1999, BNT launched the satellite channel 'TV Bulgaria' designed mainly for Bulgarians living abroad. At the end of 2010, the channel was renamed 'BNT World'. Channel BNT2 was launched in 2011. It pooled together the programming of the four regional centres. It is available free-to-air in the major cities in Bulgaria. BNT gives its viewers the benefit of emerging communications technologies and services and it was one of the earliest Bulgarian Media on the 'World Wide Web'.

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# CYPRUS

The Cypriot public service broadcaster CYBC continues to play an important role in the market with four channels: RIK1, RIK2, RIK HD and RIK Sat. These had a combined daily audience share of 17.4% in 2012, a slight increase from the year before. The national private channels are very strong with the most important being Sigma (18.4%), ANT1 (16.2%) and Mega (14.4%), followed by Plus TV (3.9%).

(Audience data source : Eurodata TV Worldwide / AGB Nielsen Media Research Cyprus ).

Several channels are the Cyprus versions of major Greek commercial channels including ANT1, Mega, and the new sister channel of a Greek commercial station which was launched in 2011 (Mad Cyprus). Cyprus is also home to a number of Russian language channels that target Russia and the Baltic states.

Analogue terrestrial signals were switched off on 1 July 2011, after a short transitional period. The network was launched in spring 2010 with the multiplex operated by the public broadcaster and composed of public channels. At the beginning of 2011, the private consortium Velister Ltd (consisting of six private broadcasters and the distributors Primetel and Cablenet) launched a second multiplex, dedicated to private channels. In 2013, Velister was broadcasting nine free channels and a pay- DTT package composed of six channels and produced by LTV (Lumiere TV).

The transition to DTT had a strong impact on the local television landscape in Cyprus. In the absence of a local DTT network, several local stations have begun to broadcast nationally (Extra TV Limasol and Capital TV) in some cases with a revised programme schedule, while others have had to cease broadcasting either temporarily or permanently.

The only satellite package available in Cyprus is Nova, operated by the Greek firm Multichoice Hellas (subsidiary of Forthnet). Only around 5 000 homes paid for satellite subscription services in 2012. The main cable operator is Cablenet and the company has faced competition since 2010 with the launch of two cable TV packages by LTV (Lumiere TV): LTV Cable and LTV3Play. Approximately 12% of homes in Cyprus subscribe to cable packages. Cablenet claimed to have 30 000 subscribers in 2012. Two IPTV services are available: from Cytavision and Primetel. Almost 20% of homes opted for IPTV services in 2012.

SOURCE: MAVISE Database – a database provided by the European Audiovisual Observatory on behalf of the DG Communication of the European Commission.



# CYPRUS BROADCASTING, CORPORATION (CYBC)

CyBC is a generalist channel broadcast by the Cyprus Broadcasting Corporation. It has national coverage and is broadcast in Greek. It is a free HD public channel, broadcast over the DTT network.

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CYPRUS





# ANT1 TV

Launched in 1993, Ant1 TV is an analogue terrestrial generalist channel with national coverage, broadcast in Modern Greek. The channel is free and active 168 hours per week. Ant1 TV is a sister channel of ANT1 TV (Greece). It was the first private channel to be launched after Cyprus broadcasting liberalisation.

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# MEGA

MEGA is a private Digital terrestrial channel – a sister channel of one of the main Greek commercial stations. It is a generalist channel broadcasting in modern Greek.

Mega Channel

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**CYPRUS**



# SIGMA TV

Sigma TV is the main private TV channel in Cyprus and main TV channel in Cyprus in terms of audience. SIGMA has a programmes deal with the Greek channel Star Channel. Sigma targets mainly young urban adults. SIGMA prime time schedule is composed of local (40%) US (25%), mainland Greek (15%) and other (20%) programming. It has free national coverage, active 168 hours a week and is broadcast in Modern Greek.

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# CZECH REPUBLIC

In the Czech Republic, the television market continues to be dominated by the private channel Nova TV (Central European Media Enterprises), which in 2010 had a market share of 28.9 % (down 13 % since 2006). The public service broadcaster Czech Television, had a total market share of 27 % thanks to the growth of CT24 and CT4. In third place is the private channel Prima TV (Modern Times Group), which had a share in 2011 of 17.4% (down from 20.2% in 2006). (Audience data source: Eurodata TV / ATO / Mediaresearch)

All the main operators have launched additional channels over the past 3-4 years. The Nova TV family channels include Nova Sport and Nova Cinema and the male oriented channel Fanda launched in 2012. The public service broadcaster has a sport and a news channel (CT 4 Sport and CT 24), and has also launched several HD channels. Prima TV also has two entertainment channels: Prima Cool targeting men, and Prima Love, which targets women. A new national commercial channel TV Pětka was launched in October 2012. Analogue terrestrial television was switched off in June 2012. Digital Terrestrial Television is the most important distribution platform in the Czech Republic serving more than 30% of homes. IPTV has taken off in the Czech Republic with a total of 5 competing offers.

On 6 September 2011 the Parliament of the Czech Republic adopted amendments to audiovisual legislation that concern advertising and teleshopping in public television. From January 2012 advertising was removed from the channels CT1 and CT24 (News). The other channels will continue to have advertising but the time allocated to advertising on CT2 and CT4 should not exceed 0,5% of the daily broadcasting time.

# ČESKÁ TELEVIZE (CZECH TELEVISION)

Česká televize is Czech public service broadcaster. It is financed mostly from television licence fees, partly from business activities. It broadcasts on six channels: ČT1, ČT2, ČT24 (news channel), ČT sport (sport channel) and the newly launched ČT :D (children channel) and ČT Art (culture channel). While ČT1 is a family-oriented channel showing original Czech movies, series, entertainment and lifestyle, ČT2 offers documentaries, nature-oriented shows and foreign films and series. ČT :D is a children's educational channel, launched 31. 8. 2013, which broadcasts from 6am until 8pm. ČT art is a channel focusing on culture, theatre, operas, music, art films, launched 31. 8. 2013, which broadcasts from 8pm until late night.

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CZECH REPUBLIC



# TV NOVA

CET 21 is a private broadcaster which broadcasts on several channels: Nova (private channel with the biggest market share), Nova Cinema, Nova Sport (sport channel), MTV Czech Republic, Fanda, Smíchov and Telka. The programming of Nova is composed of news, current affairs, films, original and acquired TV series, documentaries and entertainment programmes. Nova Cinema offers mostly feature films and TV series.

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**CZECH REPUBLIC**



# PRIMA TV

FTV Prima is a private broadcaster which broadcasts on four channels, Prima, Prima COOL, Prima Love and Prima ZOOM. Prima's programming is composed of news, current affairs, films, original and acquired TV series, documentaries and entertainment programmes. Prima COOL is an entertainment channel broadcasting mainly American films, TV series, sport and entertainment programmes. Prima Love is a channel targeted at women, broadcasting films, TV series and talk shows. Prima ZOOM is a new channel, launched 1. 2. 2013, broadcasting mainly foreign documentaries.

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**CZECH REPUBLIC**



# HBO CZECH REPUBLIC

HBO Czech Republic is the Czech subsidiary of Home Box Office (HBO). It is transmitted by cable and satellite networks and it broadcasts mostly feature films, TV series and documentaries. It operates several channels: HBO, HBO2, HBO Comedy, Cinemax and Cinemax2.

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CZECH REPUBLIC





# DENMARK

The Danish market is the only one in Europe in which public channels, operated by the two public broadcasters, DR and TV 2, still attract more than half of average daily audiences. The TV 2 channel continues to dominate the market (23,3% of daily audiences in 2013), followed by DR1 (20,3%). The two main public channels therefore account for 43,6% of average daily audiences in 2013. Because of the creation of various special-interest channels, the entire public owned channels saw their total audience grow from 65,6% in 2010 to 66,0% in 2013. The most popular private channel is TV3 (Swedish MTG Group), with a steady daily market share of 4.8%. The other main private channels are Kanal 5 (SBS Discovery Media, 3.7 daily audience share) and TV3+ (MTG Group), whose daily audience share was 2.7% in 2013. (Audience Data Source: Gallup TV meter)



Dicte, 2013. TV2



Lærkevej (Park Road), 2009. Production Company: Cosmo Film

# DR TV

DR (Danish Broadcasting Corporation) is Denmark's oldest and largest electronic media enterprise. The corporation was founded in 1925 as a public service organization and the TV channel in 1951. DR does not possess any RTB licence but has signed a public service contract with the Ministry of Culture. The channel is completely financed by public revenues (there are no advertising revenues). DR TV comprises two channels, DR1 and DR2 - and four new channels from November 2009: DR K (Culture, history, music), DR Ramasjang and DR Ultra (Children's programming) and DR3 (Youth). Over the years DR has built up a strong fiction brand, especially on Sunday evenings at 20h. DR has produced a number of award winning tv series, such as *The Protectors* (2010), *Unit One* (2002), *Nikolaj & Julie* (2003), *The Eagle* and *Young Andersen* (2005). And with additional nominations for series like *Better Times* (2004), *The Killing* (2007 and 2008), *Mille* (2009), *Broen* (2011) and *Borgen* (2010) DR has established itself as an important player in the international world of drama production.

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**DENMARK**

# TV2

TV 2 is a publicly owned television station in Denmark based in Odense. The schedule is Public Service driven with emphasis on a full range schedule and a strong backbone of Danish produced programming. TV 2's economy is based on advertising revenues and subscription. TV 2's overall share (20-60) is 24% (2013) and the commercial share (20-60) is 39%. TV 2 has five subsidiary stations known as TV 2 ZULU, targeted at youth, TV 2 CHARLIE, oriented towards older audiences, TV 2 NEWS, TV 2 FILM, a non-stop movie channel and TV 2 FRI (leisure channel), as well as the internet-based pay-per-view channel TV 2 PLAY. TV 2 has aired a number of successful Danish TV fiction, such as Anna Pihl, Lærkevej, Rita, Dicte and Badehotellet (all MEDIA supported).

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# TV3 DENMARK

TV3 is one of the channels owned by the Viasat Corporation. They are broadcasting from the UK. There are a number of sister channels like TV3+, TV3 Puls, TV2 Sport, Viasat Film and more. The last few years TV3 has started to include Danish TV-fiction in their schedule and have had success with series like *2900 Happiness* and *Lulu & Leon*.

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# SBS TV

SBS TV is part of one of Europe's biggest TV and radio broadcasters, the German ProSiebenSat1 Media. In Denmark SBS TV consists of four TV stations Kanal 4, Kanal 5, 6'eren and The Voice TV plus two radio stations The Voice and Nova.

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**DENMARK**



# ESTONIA

Estonia's public service broadcaster (Eesti Rahvusringhääling, ERR) operates two free-to-air advertising free television channels: ETV and ETV2. During 2013, ERR television channel ETV and ETV 2 reached in total 17,7%, market share, but still gave away by 0,1% it's leader position to Kanal 2 and it's sister channels Kanal 11 and Kanal 12. Kanal 2 AS, the owner and operator of all these three commercial TV-channels belongs to Eesti Meedia AS. After management buy out in the end of 2013 from Norwegian Schibsted ASA belongs Eesti Meedia AS 100% to Estonian capital. Other main private channels on the market are TV3, TV6, 3+ and other Viasat platform channels all owned by the Swedish group MTG, and Russian language channels such as PBK, RTR Planeta and Ren TV. (Audience data source: Eurodata TV Worldwide / TNS Emor).

Cable is still the main distribution platform ahead of IPTV and DTT and satellite. The number of cable operators increased to twelve in 2011 and is dominated by three main players (Starman, STV and Telset). Starman, which is also the only pay-DTT distributor, was acquired during 2013 by Swedish group East Capital Explorer. Just a few players operate on the Estonian TV market, as there are only one pay-DTT distributor (Starman), one satellite television packager (Viasat [MTG Group]) and one IPTV provider (Elion [TeliaSonera Group]).



# ESTONIAN PUBLIC BROADCASTING

Estonian Public Broadcasting has two TV channels (ETV and ETV2) and five radio stations. ETV is Estonia's biggest public service TV channel. It offers programming to all age groups viewers including a daily evening news show; education, science, culture, lifestyle, current affairs and entertainment programs and sports coverage. ETV2 – the programming consists of outstanding cultural and educational broadcasts, documentaries, TV shows and films. It has a special daily children's slot and daily news broadcast in Russian.

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# KANAL 2

The group consists of Kanal2, Kanal 11 and Kanal 12. Kanal 2 programmes mainly entertainment and local series. Kanal 11 has a set target group of modern women. Kanal 12 is more action and sports oriented, with the target group set as men.

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# TV3

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**ESTONIA**



# FINLAND

Finland switched to Digital Video Broadcasting (DVB) in 2007 first in Europe. Next transition to high-definition technology (DVB-T2 & MPEG4) will mean parallel SD and HD-distribution for a long time and tie up resources. Finland's national public service broadcasting company YLE's SD broadcasts may continue as long as until 2026.

All media companies in Finland are developing increasingly interactive online and mobile services. Mobile use of media content is increasing. The media sector in Finland is undergoing the global transformation. Digitisation has changed production, distribution and reception significantly. Global and Nordic service providers, such as Netflix, HBO Viaplay and Filmnet have entered the fee-based subscription video service market.

However these changes have not radically altered the balance in the broadcasting market, where the main players remain Finland's national public service broadcasting company YLE (YLE TV1, YLE TV2, YLE Teema and Swedish-language channel YLE FEM), MTV (MTV3, Sub, AVA + pay-channels) owned by Bonnier Group and the Finnish private media group Nelonen Media (Nelonen, Jim, Liv + pay-channels) owned by Sanoma Entertainment Finland Ltd.

In 2013 YLE's market share of daily television viewing was 41,9 %. YLE TV1 was the most popular TV channel in Finland (market share 26%). The second popular television channel was MTV3, its market share was 19 %. Daily television viewing in Finland in 2013, including children aged four and over, was 3 h 2 min (2012: 2 h 55 min). (Source: Finnpanel). Pay-TV share in Finland is around 600 000 households. It is around 25 % of all households in 2013. (Source: Ficom)



*Mustat lesket (Black Widows)*, © Moskito Television/Else Kyhälä



*Tellus*, 2014 – Production Company: YLE, Finnish Broadcasting Company



MTV has 6 TV channels: MTV3, Sub, AVA and the MTV Channel Package, which is a pay-TV package comprising MTV MAX, MTV Fakta, MTV Leffa, MTV Juniori, MTV Sport 1, MTV Sport 2. MTV represents C More pay-TV services in Finland. MTV (MTV Oy) is owned by Nordic Broadcasting Oy, which is owned by the Swedish publisher Bonnier AB. The MTV Channel package was launched in November 2006. MTV has been representing the C More pay-TV Services since 2009. MTV also offers a AVOD+SVOD service called Katsomo.

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**FINLAND**

# NELONEN MEDIA / SANOMA MEDIA FINLAND LTD.

Nelonen Media runs eight TV channels in Finland, three of which are free-to-air. Nelonen (Channel Four Finland) is the 2nd biggest commercial channel in Finland, Liv is an entertainment channel for women, and Jim is a factual entertainment channel. The pay TV package includes three channels: Prime (features), Maailma (documentaries) and Nappula (kids' content). Channels Pro1 and Pro2 are sports only. Nelonen Media offering is complemented by six radio channels, and a AVOD+SVOD service called Ruutu.

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**FINLAND**



# THE FINNISH BROADCASTING COMPANY (YLE)

Yle is Finland's national public service broadcasting company. Yle operates four national television channels (YLE TV1, YLE TV2, YLE Teema, Yle Fem) and six radio channels and services complemented by 25 regional radio programmes. Yle also offers online television and radio supply Yle Areena

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**FINLAND**

# FRANCE

SOURCES: MAVISE Database – a database provided by the European Audiovisual Observatory on behalf of the DG Communication of the European Commission. CNC annual report (2013)

In the French market, TF1 remains the most popular channel with a daily audience share of 22.7% in 2012 but that share has been steadily falling (32% in 2005). The two public channels France 2 (14.9%) and France 3 (9.7%) stabilised their audience market share in 2012. Both in 2012 and 2011, the daily audience market share (11.2%) of the private channel M6 was even higher than that of France 3. TMC has confirmed its position as the fifth most-watched channel (3.6%), ahead of France 5 (3.5%). By March 2012 more than 97% of French television homes were digital. (Audience data source: Eurodata TV Worldwide / Médiamétrie / Médiamat).

The French audiovisual landscape is likely to experience a new major development with the expected arrival in September 2014 of Netflix, which will probably be a major competitor for Canal+. In January 2014, the Presidents of the three main private groups, TF1, M6 and Canal+, wrote a joint letter to the Minister of Culture requesting the urgent reform of audiovisual policy. One of the key issues of the debate is the revision of the release windows for film distribution.

Fiction is the first genre on the national free channels (TF1, France 2, France 3, France 5, M6, Arte, D8, W9, TMC, NT1, NRJ12, France 4, D17 and Gulli), representing 23% of the offer (28 100 hours) in 2013.

Historical national channels (TF1, France 2, France 3, Canal+, M6 and Arte) remain the major financers for French fictions. In 2013, they offered 851 nights (38,9%) of fiction among which a greater part of drama series (+41 nights) while one-off fictions works lost 12 nights. For the first time in 5 years, American fiction is decreasing (-15 nights compared to 2012) while European fiction works (beside french programs) is in constant growth (+22 nights).





*The Rebound (Les revenants)* which receive MEDIA TV broadcasting support in 2012.



# ARTE FRANCE

ARTE is a French-German cultural channel broadcast by a French-German trust consisting of ARTE France and ARTE Deutschland GmbH, each holding a share of 50%. The two country poles deliver proposals for programmes. The central office of ARTE, located in Strasbourg, is responsible for the editorial line of programmes, the programme schedule and the broadcast.

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FRANCE



# ARTE GEIE

AARTE GEIE is a public television broadcaster. The ARTE Group is composed of three entities: the headquarters in Strasbourg (ARTE GEIE) and two Members responsible for programme production and delivery, which are ARTE France in Paris (ARTE FRANCE (S.E.P.T.)) and ARTE Deutschland TV GmbH in Baden-Baden (ARTE DEUTSCHLAND TV GMBH).

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FRANCE



# CANAL J

Canal J is a Children's (4–14) entertainment channel. Magazines, fiction, cartoons, etc.

78, rue de Serres  
Paris Cedex

T: +33 (0)1 5.3. 5555  
F: +33 (0)1 5.3. 5559  
tachaine@canalj.fr

[www.canalj.fr](http://www.canalj.fr)  
[www.canalj.net](http://www.canalj.net)

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FRANCE



# CANAL PLUS

National generalist pay-tv channel whose programming mainly consists of sports programmes, cinema, documentaries and magazines.

Canal Plus  
1, place du spectacle  
92130 Issy-les-Moulineaux  
France

T: +33 1.71.35.35.35  
F: +33 1.44.25.19.58

[www.canalplus.fr](http://www.canalplus.fr)  
[www.canal-plus.com](http://www.canal-plus.com)

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FRANCE



# D8

Generalist channel broadcast on the digital terrestrial network.  
100% owned by Canal+ Group.

Direct 8  
1 place du Spectacle  
92130 Issy-les-Moulineaux  
France

T: 01.71.35.35.35

[www.d8.tv](http://www.d8.tv)

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FRANCE



# FRANCE 2

French national public service channel.

7, Esplanade Henri-de-France  
75907 Paris cedex 15  
France

T: +33 1.56.22.42.42  
F: +33 1.56.22.56.32

[www.france2.fr](http://www.france2.fr)  
[www.francetvod.fr](http://www.francetvod.fr)

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# FRANCE



# FRANCE 3

National public service broadcaster with 13 regional units. The regions produce and co-produce both regional and national programmes.

7, esplanade Henri de France  
75907 Paris Cedex 15  
France

T: +33 1.56.22.30.30  
F: +33 1.56.22.73.39

[www.france3.fr](http://www.france3.fr)

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FRANCE





# FRANCE 4

Arts, fiction and entertainment channel. Owned by France Télévisions (89%) and Arte (11%).

19 rue Cognacq Jay.  
Paris 75007  
France

T: +33 (0) 1 40 62 65 50  
[info@france4.fr](mailto:info@france4.fr)

[www.france4.tv](http://www.france4.tv)

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FRANCE



# LAGARDÈRE ACTIVE (CANAL J, GULLI, FILLE TV, TIJI)

Entertainment channel targeting female young adults (20 to 30 years old). Programming is composed mainly with TV fictions and magazines. The channel replaced Filles TV in October 2009, which was launched in 2004, targeting 11 to 17 year old girls.

JUNE (Ex-Filles TV)  
78, rue Olivier de Serres.  
Paris Cedex 15 75739  
France

T: +33 (0) 156 36 55 27  
[news.june@lagardere-active.com](mailto:news.june@lagardere-active.com)

[www.june.fr](http://www.june.fr)

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# M6

Second free-to-air commercial generalist channel in France. 48,6% owned by RTL Group.

M6  
89, avenue Charles de Gaulle.  
Neuilly sur Seine 92575  
France

[www.m6.fr](http://www.m6.fr)

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FRANCE



# 13 ÈME RUE/SYFY (NBC UNIVERSAL GLOBAL NETWORK)

French cable and satellite channel.

44 rue Washington  
Batiement Monceau  
75408 Paris Cedex 08  
France

T: +33 1 70 60 79 00  
F: +33 1 70 60 79 02

[www.13emerue.fr](http://www.13emerue.fr)

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FRANCE



# RTL9 (FRANCE)

RTL9 is broadcast via cable and satellite in France, and has also long been broadcast on the analogue terrestrial network in Lorraine (French region located near the Grand Duchy of Luxembourg) and in the Grand Duchy of Luxembourg (but analogue transmissions were shut down in July 2010). RTL9 is jointly owned by Groupe AB and by CLT-UFA.

45 boulevard Pierre Frieden  
Kirchberg  
Luxembourg

T: +352 42 142 7831 / 7850  
F: +352 42 142 7839

[www.rtl9.com](http://www.rtl9.com)

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Eric Lentulo  
**Responsable éditorial**



# SÉRIE CLUB

Série Club and TF6 (50%-owned), target audiences looking for entertainment and series.

120 Avenue Charles de Gaulle  
92522 Neuilly sur Seine  
France

[serieclub@serieclub.fr](mailto:serieclub@serieclub.fr)  
[serieclub.m6.fr](http://serieclub.m6.fr)

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FRANCE



# TF1

TF1 is a national French TV channel, controlled by TF1 Group, whose major share-holder is Bouygues. TF1's average market share of 24% makes it the most popular domestic network. Flagship shows include Star Academy (Endemol's international competitor to the X Factor franchise), CSI and House, M.D. TF1 originally stood for Télévision Française 1 (French Television 1). Since its privatisation in 1987, the abbreviation is no longer expanded, so as to avoid confusion with the Entertainment channel targeting young adults. Jointly owned by the two main French commercial broadcasters (TF1 and M6).

1 quai du Point du Jour,  
Boulogne Billancourt,  
Cedex 92656  
France

T: +33 (0)1 4141 1234  
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[www.tf1.fr](http://www.tf1.fr)

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FRANCE



# TF1 INTERNATIONAL

Created in 1995, TF1 International is the worldwide distribution and acquisition arm of the TF1 Group, one of the leading media groups in France.

6, place Abel Gance  
92100 Boulogne-Billancourt  
France

T: +33 1.41.41.12.34  
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FRANCE





# TV5

Number 1 French-language channel worldwide, reaching 120 million homes across the 5 continents.

131, avenue de Wagram  
Paris Cedex 17 75805  
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[www.tv5.org](http://www.tv5.org)

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FRANCE



# GERMANY

The television market in Germany is one of the largest in Europe and is also very competitive. In 2013, of the country's more than 38 million TV households an equal number (46 %) received programmes by cable and satellite, 11% via DTT and almost 5% via IPTV. Almost 81% of households had access to digital television. Regarding audience share, the two national public service channels (ARD and ZDF) had a combined share of 24.9% in 2012 (compared to 28.9% in 2007). On the scale of popularity, ZDF, with 12.6%, is just ahead of ARD (12.3%) and RTL (12.2%). (Audience data source: Eurodata TV Worldwide / AGF / GfK).

For the first time, cable shares with satellite distribution the position as the most important TV delivery platform. The cable digitisation rate rose above half for the first time in 2013 (just under 56%). [...]

The planned video-on-demand platforms Amazonas and Germany's Gold will not be launched because the Bkarta has turned down the applications for failing to comply with anti-trust law. [...]

In comparison to other countries, pay-TV does not have a long tradition on the German market. The acquisition of Germany's pay-TV operator Premiere AG by News Corporation (News Corp) of the US in June 2008 is a sign that pay-TV will become established in the long term. As a result, the Premiere package was renamed Sky Deutschland and the Premiere channels were rebranded Sky channels in July 2009. Sky claimed to have more than 3.5 million customers in the 3rd quarter of 2013 (in Germany and Austria). [...]



*Cathedrals of Culture*, 2013 - Production Company: Neue Road Movies GmbH (supported by the MEDIA TV Broadcasting scheme, 300.000 Euro)



*Die Seelen Im Feuer*, 2014 – Production Company: Film Line Productions Filmproduktions GmbH (supported by the MEDIA TV Broadcasting scheme, 400.000 Euro)



# ARD – DAS ERSTE / DEGETO

ARD (full name: Arbeitsgemeinschaft der öffentlich-rechtlichen Rundfunkanstalten der Bundesrepublik Deutschland – Consortium of public broadcasters in Germany) is a joint organization of Germany's regional public-service broadcasters. Together with ZDF, ARD is running the children's programme channel K.I.K.A., an „event“ / current affairs and documentary channel PHOENIX and together with the French TV production house ARTE France, the European cultural programme ARTE. 3sat is jointly run by ZDF, SRG, SSR idée suisse and ARD. Within the programme ARD Digital, ARD broadcasts the additional programmes EinsExtra, EinsPlus and EinsFestival.

ARD DEGETO  
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D-60320 Frankfurt am Main

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+49-69-15 09 349

[www.DasErste.de](http://www.DasErste.de)

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GERMANY



# ZDF – ZWEITES DEUTSCHES FERNSEHEN

Zweites Deutsches Fernsehen (English: “Second German Television”), ZDF, is a public-service German television broadcaster based in Mainz (Rheinland-Pfalz). It is run as an independent non-profit institution, which was founded by all federal states of Germany (Bundesländer). ZDF is financed by television licence fees and advertising revenues. ZDF is a partner in the channels Arte and 3sat and it runs the digital channel ZDFneo (among others), all the mentioned channels schedule TV drama.

ZDF-Strasse 1  
D – 55100 Mainz

ZDF Enterprises GmbH  
Erich-Dombrowski-Str. 1  
D–55127 Mainz

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**GERMANY**



# BR – BAYERISCHER RUNDFUNK

Bayerischer Rundfunk is Bavaria's public broadcasting service with two television programmes which reach most of Western Europe. As part of the ARD network, BR makes a significant contribution to the five main national ARD TV channels in Germany. Feature films and documentaries are a priority.

Rundfunkplatz 1  
80335 München

T: 0049/89/59 00-01

[www.br.de](http://www.br.de)

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**GERMANY**



# HR – HESSISCHER RUNDFUNK

The HR is a public broadcaster based in Frankfurt. Belonging to the ARD-consortium of public broadcasting stations, the hr contributes to the output of the national tv-channel "Das Erste" and also produces regional television programmes.

Anstalt des öffentlichen Rechts  
Bertramstr. 8  
60320 Frankfurt

069 / 155-1

[www.hr-online.de](http://www.hr-online.de)

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GERMANY



# KIKA

Childrens television channel operated jointly by ARD network and ZDF, series, feature films, magazines, documentaries, news and current affairs programs, specialties and programming days dedicated to topical issues, in-house productions, live broadcasts, numerous first broadcasts, as well as classics of children's programs produced by ARD and ZDF. Offering a large variety of high-quality, target-group-oriented programs free from commercials, for children aged three to thirteen.

Der Kinderkanal von ARD und ZDF  
Gothaer Straße 36  
99094 Erfurt

[www.kika.de](http://www.kika.de)

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GERMANY





# MDR - MITTELDEUTSCHER RUNDFUNK

The MDR is a public, terrestrial broadcaster based in Leipzig. Belonging to the ARD-consortium of public broadcasting stations, the rbb contributes to the output of the national tv-channel "Das Erste" and also produces regional television programmes for Saxony, Saxony-Anhalt and Thuringa.

Kantstr. 71-73  
04275 Leipzig

[www.mdr.de](http://www.mdr.de)

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GERMANY



# NDR – NORDDEUTSCHER RUNDFUNK

NDR Fernsehen – Information and Entertainment from the North. Regional full programme with a clear Northern German emphasis. Belonging to the ARD-consortium of public broadcasting stations.

Hugh-Greene-Weg 1  
22529 Hamburg

T: 0049/40/41 56-0  
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GERMANY

# PROSIEBEN/SAT.1 TV DEUTSCHLAND GMBH

ProSiebenSat.1 TV Deutschland GmbH combines the German private free-TV channels: SAT.1, ProSieben, kabel eins, six, SAT.1 Gold and ProSieben MAXX. ProSiebenSat.1 TV Deutschland GmbH is part of the ProSiebenSat.1 Group, one of Europe's leading media groups with 26 Free-TV, 24 Pay-TV and 22 Radion networks in 13 countries.

ProSieben Television GmbH & SAT.1  
Satelliten Fernsehen GmbH  
Medienallee 7  
85774 Unterföhring

[www.ProSiebenSat1.com](http://www.ProSiebenSat1.com)

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**GERMANY**



# RBB - RUNDFUNK BERLIN-BRANDENBURG

The rbb is a public, terrestrial broadcaster based in Berlin and Potsdam. Belonging to the ARD-consortium of public broadcasting stations, the rbb contributes to the output of the national tv-channel "Das Erste" and also produces regional television programmes. The rbb Drama Department commissions tv-movies as well as series, serials, debuts and feature films.

located in Berlin:  
Masurenallee 8-14,  
14057 Berlin

located in Babelsberg:  
Marlene Dietrich-Allee 20, 14482 Potsdam

[www.rbb-online.de](http://www.rbb-online.de)

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GERMANY



# RTL TELEVISION GMBH

RTL Television is Germany's leading private broadcaster among young viewers (14 to 49 years) and the general public alike. RTL features a strong line-up with highlights in all genres including big entertainment, factual entertainment formats, popular US series, the most popular German daily soap "Gute Zeiten, schlechte Zeiten" (Good Times, Bad Times), fiction formats like the action series „Alarm für Cobra 11“, comedy shows, news programmes like „RTL Aktuell“ and live sporting events such as the Formula 1. RTL Television is part of the The Media Group RTL Germany (RTL, RTL 2, VOX, SuperRTL, n-tv, RTL Nitro), one of the leading media companies in Germany.

Picassoplatz 1  
D-50679 Köln

[www.rtl-television.de](http://www.rtl-television.de)  
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**GERMANY**



# SAARLÄNDISCHER RUNDFUNK

Saarländischer Rundfunk (Saarland Broadcasting - SR) is a public radio and television broadcaster for the German Bundesland (State) of Saarland, with its headquarters in the Broadcasting House Halberg in Saarbrücken. SR is a member of the ARD consortium.

Funkhaus Halberg  
66100 Saarbrücken

T: 0049/681/6 02-0  
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GERMANY



# SKY DEUTSCHLAND FERNSEHEN GMBH & CO. KG

Sky Deutschland is the leading provider of Pay-TV in Germany and Austria. The company offers subscription-based TV as well as on-demand-services to private and business customers with over 70 exclusive TV channels – mostly in HD quality. The Sky platform offers live sport, feature films, series, children programs and documentaries.

Medienallee 26  
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**GERMANY**





# SWR SÜDWESTDEUTSCHER RUNDFUNK

SWR is a regional public broadcasting corporation serving the southwest of Germany. The corporation has main offices in three cities: Stuttgart, Baden-Baden and Mainz. It is a part of the ARD consortium. It broadcasts on two television channels and six radio channels, with its main television and radio office in Baden-Baden and regional offices in Stuttgart and Mainz. It is (after WDR) the second largest broadcasting organization in Germany. SWR, with a coverage of 55,600 km<sup>2</sup>, and an audience reach estimated to be 14.7 million. SWR employs 3,700 people in its various offices and facilities.

Funkhaus Stuttgart  
Neckarstraße 230  
70190 Stuttgart

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# TELE 5

TELE 5 is a national Free-TV channel that addresses all viewers with a broad fictional programming of feature films, series and docu-fiction. As a subsidiary of the Tele Munich Group (TMG), TELE 5 has access to their programme catalogue with German - speakingTV rights to more than 5000 feature films, TV movies and mini-series. Additional acquisitions from major studios and independent distributors complement the versatile movie- and series programme.

Bavariafilmplatz 7  
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GERMANY



# VOX TELEVISION

VOX belongs to the RTL-network and doesn't broadcast its own motion picture productions. RTL is also the purchaser for VOX motion picture.

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# WDR – WESTDEUTSCHER RUNDFUNK

The WDR is a public broadcaster based in Cologne. Belonging to the ARD-consortium of public broadcasting stations, the WDR contributes to the output of the national tv-channel “Das Erste” and also produces regional television programmes. The WDR Drama Department commissions tv-movies as well as series, serials, debuts and feature films.

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GERMANY



# GREECE

After the sudden closure of the television services of the Greek public service broadcaster, that brought a shock on national and European level, in July 2013, a New Greek Radio, Internet and Television Act was passed by the Greek Parliament to establish a new public service broadcaster. The new company, called NERIT, finally launched in May 2014.

New legislation was passed in 2012 that amended the previous legal framework for digital broadcasting and digital communications. In particular it addressed the licensing of DTT, and the framework and strategy for implementation of DTT. The separation of content providers and technical multiplex operators was officially established. Content providers will be licensed by the National Council of Radio and Television. Digital frequencies used by multiplex operators will be allocated through auctions conducted by the telecommunications regulatory authority (Hellenic Communications and Post Commission).

As far as ratings are concerned, the private channels dominate the television market. MEGA remains the most important channel with a daily audience market share of 21.5% in 2012. ANT1 is the second most popular channel with a 16.8% audience share, followed by Alpha TV and Star, with shares of 12% and 10.8% respectively. (Audience data source : Eurodata TV Worldwide / AGB Nielsen Media Research)

The pay-TV market is largely dominated by the Nova satellite package of Multichoice Hellas (Forthnet SA). The Nova satellite package had 330 000 subscribers in the second quarter of 2012. A new player entered the satellite pay-TV market in 2011 with the launch of the OTE TV package by the incumbent telecommunications operator Hellenic Telecommunications (OTE). This company, which has a 54% stake in the Romanian incumbent operator Romtelecom, turned down the Romanian government's proposal in spring 2011 for it to acquire the remaining 46%. OTE has itself been partly privatised with Deutsche Telekom now holding 40% of the capital. OTE also sold its shares in the Serbian telecommunications operator Telekom Srbija in early 2012. ADSL television (IPTV) services have also been developing since 2007. There are three main platforms: Hellas online with Hol TV; OTE with OTE TV via Conn-x and On Telecoms with On TV. OTE claimed to have 100 000 satellite and 80 000 IPTV subscribers in 2013.

SOURCE: MAVISE Database – a database provided by the European Audiovisual Observatory on behalf of the DG Communication of the European Commission.



# HELLENIC PARLIAMENT TV

The Television Station of the Hellenic Parliament is operating since 1999 as an autonomous television network, a non-profit mass medium. It broadcasts a daily parliamentary newscast that gives briefings on the day-to-day business of parliament, as well as information on democratic institutions and the parliamentary history of Greece. Moreover, in the framework of promoting cultural subjects, the Television of the Parliament broadcasts classical movies, historical and scientific documentaries, opera, theatrical plays and ballets, while emphasis is given to folklore subjects designating the social history of the different areas of our country.

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**GREECE**



# ALPHA SATELLITE TELEVISION SA

Alpha is a family-oriented station. It focuses on light entertainment and live programming as well as news and informative shows. It reaches its audience through various consumer touch points and platforms: free-to-air, online and mobile, engaging its viewers in multiple ways. It also has its own studios for in-house productions and its programs are transmitted to Australia (UBI), the US (Dish).

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# MEGA CHANNEL

Mega Channel was the first TV station to be established in Greece (1989) on the basis of the legal framework that permitted the formation of private television stations. During its years of operation, has attained a high position in the public's preference. Mega's programming consists mainly of Greek programs such as comedies, dramas, news, current affairs and entertainment shows.

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**GREECE**





# SKAI TV

Skai TV is a television network part of the Skai Group. It was relaunched in its present form on 1 April 2006 in Athens metropolitan area, and gradually spread its coverage nationwide. Besides analogue terrestrial transmission, it is available on the subscription-based encrypted services of Nova and OTE TV. Skai TV is also a member of Digea, a consortium of private television networks introducing digital terrestrial transmission in Greece. Skai TV airs a diverse programming mix with a focus on entertainment and information.

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**GREECE**



# MAD TV

Mad TV is one of the most recognizable music channels in Greece part of the largest organization of Mad Music & Media Services which manages and operates on a daily basis four television channels (Mad Greekz / Nova, Mad Cyprus / Cyprus, Mad Al / Albania, Mad lits / OTE TV), one radio station (106.2 Mad Radio) and one internet site.

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**GREECE**



# NOVA TV

Nova TV is the first digital, satellite TV platform in Greece activated in the field of pay TV. Part of Forthnet Group which is the largest privately owned group that provides broadband and pay TV services in Greece. Forthnet Group is constantly devoted to the development of pioneering proposals for the provision of integrated and inexpensive communication and entertainment services to the Greek family.

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**GREECE**



# MTV GREECE

MTV Greece, began September 1, 2008 and is the Greek version of MTV. It broadcasts mainly foreign and Greek pop, rock, dance and hip hop music, shows of MTV international as: Pimp My Ride, Disaster Date, Made, Room Raiders, Death Valley and greek productions as: Movies & Stars, HitList Hellas, Everyday Girls, MTV News, Your Noise Daily, City Life, Game On and Live @ Your Place.

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**GREECE**



# ANT1

The business and communicative flagship of the Antenna Group, ANT1 channel was founded in 1989 and since then has been maintained a leading position. It is the first private television station broadcast the voice and image of Greece in USA, Australia and Europe. Programming consists of comedies, dramas, news, current affairs programs, game shows and entertainment shows. Over the years the ANT1 evolved into an innovative channel reflect the views of contemporary Greek and offers high quality information and entertainment aspect, immediacy and consistency.

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**GREECE**





# STAR CHANNEL

Star Channel was founded in 1993 and has more than 100 privately owned broadcasting centers covering 95% of the population. It has gone in the minds of viewers as “the TV station with the best foreign films and series”, a fact which has been repeatedly awarded in various television awards. Generally, the program is aimed primarily at viewers aged 15-44 years. Its aim is to further strengthen its position in the television horizon, with equal emphasis on the information and the entertainment sector.

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# NERIT

Nerit is a public service broadcasting corporation. Financed by license fee and advertising, it has national coverage and is broadcasting in Greek. The tv channels are complementary and the programming offers news, current affairs, documentaries, art programs, drama, sports, entertainment and educational programs.

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**GREECE**



# OTE TV

OTE TV is a satellite and IPTV Pay TV service, being a business unit of the Hellenic Telecommunications Organization (OTE), the largest telecommunications provider in the Greek market. Among a portfolio of over 80 channels, OTE TV offers 3 OTE Cinema channels: OTE Cinema 1 HD, OTE Cinema 2 and OTE Cinema 3.

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**GREECE**





# HUNGARY

The Hungarian market is dominated by the two private channels: RTL Klub (RTL Group) and TV2 (formerly ProsiebenSat1, sold in early 2014), who continue to have the biggest audience market shares. RTL Klub remained the market leader in 2012 with 17.9% (down from 26% in 2007) while TV2 had 15.8% (down from 23% in 2007). During primetime RTL Klub has a share of 29.3% while TV2 has a share of 20.8%. The public channels M1 and M2 had a combined market share in 2012 of 13.3% (an increase in share compared with 2011).

(Audience data source: Eurodata TV Worldwide / AGB Nielsen Media Research Hungary)

Data from the National Media and Communications Authority of Hungary claimed that almost 67% of Hungarian households received digital television in September 2013. Cable services are available in approximately 52% of households at the end of 2012. The sector includes a large number of local and regional cable operators (more than 400) and a few larger operators (UPC Hungary, Fibernet, and T-Kabel). Approximately 14% of cable households were digital at the end of 2012. UPC had 629 300 subscribers at the end of September 2013, of which 57% were digital cable homes. In September 2009 T-Kabel, which was formerly owned by subsidiary companies of Magyar Telekom was officially merged with Magyar Telekom, and the company serves almost 200 000 homes (September 2013).

The Hungarian market includes five satellite services reaching approximately 990 000 homes. These include UPC (UPC Direct) which had 261 600 subscribers in September 2013, T-Home with 304 667 and Digi TV the market leader with approximately 400 000 subscribers. In addition a new service, Hello HD was launched in May 2008 (with approximately 40 000 subscribers in 2013). Magyar Telekom launched the T-Home package in 2008, and launched its Interactive Sat TV platform in 2011, which includes a range of interactive services including an Internet connection. This allows access to the UPC Videothek, also available to IPTV customers.

Hungary switched off analogue terrestrial transmission in October 2013, earlier than expected. Antenna Hungária was granted both licences for the free and pay DTT platforms in 2008. The free-to-air platform (Mindig TV) was launched in December 2008 followed by the pay DTT platform Mindig Extra (formerly Terra+) in May 2010. In October 2013 Antenna Hungária claimed that more than 350 000 homes were linked to Mindig TV. The pay service had almost 120 000 subscribers. The platform offers twelve free (including three versions of Euronews and HD services of the public channels) and twenty-four pay channels. The addition of new channels was made possible by the use of Multiplex B. Having previously been allocated for DVB-H services, Multiplex B became free after the cancellation of these services.

SOURCE: MAVISE Database  
— a database provided by  
the European Audiovisual  
Observatory on behalf of the  
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# DUNA TELEVISION (DUNA / DUNA WORLD - MTVA)

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# ICELAND

The Icelandic TV market is dominated by three channels, which had a combined daily audience share of 94.6% in 2012: the public channel Sjónvarpið (RÚV-TV) had in 2012 a share of 56.3%, while the two major private channels, Stöð 2 (a pay-TV channel) and Skjár 1, had respectively shares of 29.1% and 9.1%. (Audience data source: Eurodata TV Worldwide / Capacent Iceland).

The Icelandic market has thirty channels, four of which broadcast nationally: the pay-TV channels Stöð 2 and Stöð 2 Sport and the free-to-air channels Sjónvarpið (public) and Skjár 1. They can be received by more than 90% of the population. Others, such as Althingi (the parliament channel), INN, N4, Omega, Stöð 2 Extra and the pay-TV channel Stöð 2 Bio reach between 50 and 90% of the population. In October 2013 Stöð 3, a new pay channel targeting the 20-35 age group, started broadcasting. After the launch of three new channels in August 2012 (Stöð 2 Krakkar, Stöð 2 Gull, Stöð 2 Popptívi) by 365 ljósvakamiðlar ehf., a subsidiary of Dagsbrún hf, the company's total number of channels has increased to eleven (others include Stöð 2, Stöð 2 Sport, Stöð 2 Bíó, Stöð 2 Extra and their time-shifted versions). Skjár 1 is controlled by Síminn hf., the former national telecommunications operator Landssími Íslands hf, which was privatised in 2005.

Dagsbrún and Síminn, who own the main private Icelandic channels, are also the most important players on the pay-TV distribution market. Dagsbrún controls the digital terrestrial television platform and the IPTV service launched by Vodafone in 2007. Síminn operates the IPTV platform Sjonvarp Simans, which was launched in 2004.

On 15 April 2011 the Icelandic Parliament adopted a new media act, to implement the Audiovisual Media Services Directive and replace the 2000 broadcasting act, and the 1956 press act. It introduces an obligation for all media in Iceland to be registered with a new media authority, the Media Committee. In November 2012 the Minister of Education, Science and Culture appointed a Committee to propose amendments to the media law, with a focus on media coverage of elections. On February 2013 the Committee, taking into consideration some comments suggested by the OCSE in 2009, issued a report proposing several amendments regarding mostly political advertisement on opinion polls on the elections. The report and proposals were presented to the Minister of Education, Science and Culture and the Parliament, but no amendments had been approved by end 2013.



Both of these images are from *The Cliff (Hamarinn)*, 2009. Production Company: Pegasus.

# RIKISUTVARPID, RUV

Ríkisútvarpið, RÚV, The Icelandic National Broadcasting Service, is a public service broadcaster owned by the Icelandic state. RÚV is financed by state funding and revenues from advertisements. RÚV's income can only be allocated for broadcasting purposes. RÚV's television network reaches 99,9% of households; market share in viewing throughout 2010 was 51,7% for RÚV TV. According to the Broadcasting Act the main obligation of RÚV is to promote the Icelandic language and history as well as Iceland's cultural heritage.

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# ITC SKJARINN

ITC Skjarinn is an independent media company which divides into four different media units. The cable service distributes over 60 foreign cable channels including DR1, Discovery, BBC World News and more. The VOD service offers the largest VOD service via IPTV in Iceland. Screen One is a pay TV channel financed by subscription fees and advertising revenue. Its main programming needs are scripted dramas and high quality entertainment content. Screen One also produces it's own local programming. Screen One also produces it's own local programming, both scripted and entertainment.

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ICELAND

# STÖÐ 2 (CHANNEL 2)

Stöð 2 (Channel 2) is an ad-supported subscription TV channel founded in 1986. On average 45% of Icelandic households subscribe to Stöð 2. Stöð 2 is a part of 365 Media, Iceland's leading media company. Stöð 2 offers a selection of the world's highest rated TV shows, award-winning series, latest Hollywood blockbuster features, the most popular local programming, scripted and non-scripted as well as daily local news and news related programming. As a brand Stöð 2 operates several other subscription channels including two sports channels and a movie channel.

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ICELAND

# IRELAND

In Ireland the national public service broadcaster continues to have a very important role in the market and RTÉ1 and RTÉ2, had a combined market share of 29.6% in 2012 (a 10% change from 2004). The private channel, TV3 had an 11.1% market share, and is now the second most popular channel. The other two national Irish broadcasters are the public service Irish language channel TG4, and the entertainment channel 3e (owned by TV3). British channels are still an important part of the media landscape and the five most popular are ranked in the following order: BBC1, UTV, BBC 2, Channel 4, and Sky 1 (with a combined share of 12.9% in 2012). One of the more notable effects of the financial crisis has been the closure of several local channels, in particular the City network which closed its channels in March 2012.

Digital Terrestrial Television was finally introduced in 2011 and switch-off completed in October 2012, following years of delay and set-backs (three different groups had handed back or refused to take the licence). The multiplexes of the PSB RTÉ with the service "Saorview" was launched in May 2011. The public service broadcaster has also launched additional digital channels. The total offer now includes the channels RTÉ 1, RTÉ 2, TV3, 3e, TG4, RTÉ News Now and new services RTÉjr (children), RTÉ One +1, RTÉ Aertel Digital (teletext), and a trial HD service. In addition to "Saorview", a complementary satellite service "Saorsat" was launched in May 2012 in order to ensure full coverage of the population with the basic DTT channels. In August 2013, news reports suggested that there may be plans to revive the idea of having a commercial multiplex in Ireland. Following a report commissioned by the BAI and published in January 2014, it seems unlikely that this will happen.

According to data from ComReg in May 2013, 97.7% of Irish TV households received digital television (an increase from 76.8% one year before based on the switch-off of analogue terrestrial television in October 2012). By May 2013 almost 12% of TV households were

receiving DTT services. Pay-TV households had reached 71% divided between satellite and cable/MMDS. Of this the UK satellite packager BSkyB has approximately 600 000 Irish subscribers. The success of this package owes much to the lack of a DTT service before 2011 with no alternative for reception of digital television (and/or pay-TV) outside of the main cities and towns.

The cable market is controlled by one operator, UPC Ireland (Liberty Global). Liberty Global's quarterly report claimed a total of 410,400 cable customers in June 2013. More than 86% are digital cable customers. UPC Ireland launched an on-demand service in May 2012 and by January 2013 they claimed to have had 12.5 million video views. The video on demand service Netflix also announced in August 2013 that it had a subscriber base of 150,000 in Ireland.

There are two operators providing IPTV services (Magnet Networks and Eircom who launched a service in 2013) but take-up is only about 2% of households. The Government announced plans in February 2012 to change the method for collection of the public service broadcasting fee in Ireland, and to move from a licence fee to a household fee. The rationale is the convergence in technology implying that public service broadcasting and content is available to everyone on a range of platforms and devices and is no longer dependent on the ownership of a television.

The Broadcasting Authority of Ireland (BAI) published a new Code of Fairness, Objectivity and Impartiality in News and Current Affairs. Among other issues, the code includes a new rule that requires broadcasters to put in place appropriate policies and procedures for handling contributions to news and current affairs programmes via social media. In June 2013, the regulator also published revised versions of its General and Childrens Commercial Communications Codes.

SOURCE: MAVISE Database  
— a database provided by  
the European Audiovisual  
Observatory on behalf of the  
DG Communication of the  
European Commission.



*Trivia*, 2010 – Production Company: Grand Pictures. Developed with the support of the MEDIA Slate Funding scheme.



# RTÉ

Raidió Teilifís Éireann, (*Radio [and] Television of Ireland*; abbreviated as RTÉ) is a semi-state organization and the public service broadcaster of Ireland. It both produces programmes and broadcasts them on television, radio and the internet. RTÉ operates two free-to-air television channels, RTÉ One and RTÉ Two. RTÉ One is the main channel providing a comprehensive range of home-produced Irish factual, entertainment, drama and lifestyle programming, which is complemented by selected acquired material. RTÉ Two is a mixed-genre channel appealing to a variety of audiences across the schedule. During daytime its primary focus is children and sports; in the evening it targets viewers of a young mindset with innovative drama, entertainment and key acquisitions.

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**IRELAND**



# TG4

TG4 (Irish: TG Ceathair or TG a Ceathair) is a public service broadcaster for Irish-language speakers. The channel has been on-air since October 31, 1996 in the Republic of Ireland and since April 2005 in Northern Ireland. The daily Irish language programme schedule is its core service: seven hours of programming in Irish supported by a wide range of material in other languages such as French and English.

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**IRELAND**



# TV3

TV3 is a commercial free-to-air television broadcaster in the Republic of Ireland and Northern Ireland which launched on September 20, 1998. It was the country's first independent commercial broadcaster. TV3 is operated by the TV3 Group which also consists of television channel 3e and the online service tv3.ie

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IRELAND



# ITALY

Apart from the continuous trend of audience shares decrease, the Italian market is still highly concentrated between the two main operators: the public service broadcaster RAI and the private group Mediaset, which hold together 87.2% of the market share of free to air television, which represents a unique situation in Europe. A third pole, even if much smaller, could be represented by the two channels La7 and La7D, previously owned by TI Media (A Telecom Italia company), and since 2013 by Cairo Communication Group, through its new company La7 s.r.l.. LaEFFE is also a recent private TV channel owned by the publisher Feltrinelli Group and it distributes on the digital terrestrial channel and through satellite.

Regarding distribution, Italy is a country historically characterised by the predominance of the reception of terrestrial transmissions with a 84.4% of the audience share. The analogue switch-off throughout the country was completed on 4 July 2012. The DTT network is made up of fifteen multiplexes offering a large number of free and paid channels, including over forty free-to-air channels and some fifty paid channels. These are higher figures than those of other European markets. In addition to the national channels, more than 200 stations were available free of charge in the first semester of 2013.

Two national pay-tv platforms and several other regional platforms coexist in Italy. The national ones are the digital terrestrial platform Mediaset Premium (Mediaset group) and the satellite TV Sky Italia operated by 21st Century Fox that through its subsidiaries Sky Italia and Fox Italia, operates more than 90 channels in Italy, 25 of which target other countries.





*Dieci Inverni*, 2009 – Production Company: Raicinema



# RAI

Rai 1 is the flagship television station of RAI, Italy's national public service broadcaster, and the most watched television channel in the country. Rai2 is one of the three main television channels broadcast by Italian public television company RAI alongside with Rai 1 and Rai 3. Rai 3 is the third channel of Rai and it offers many public service programmes. Rai Movie, launched in 2003 as RaiSat Cinema World and re-badged in 2006 as RaiSat Cinema, on May 18, 2010 the channel has been re-launched as Rai Movie. It broadcasts mostly Italian films, interview, backstage and documentaries. Rai 4 is an entertainment television channel, programming includes films, TV series and cartoons. Rai 5 has replaced Rai Extra. It broadcasts programs about art, fashion, dance, opera, theatre, cuisine, travel, documentary films and TV Drama..

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ITALY



# MEDIASET

Canale 5 is a classic generalist channel, aimed at the mass family audience. Italia 1 is the Mediaset Group's youngest channel, paying particular attention to the tastes of its audience. Retequattro: offers programmes of traditional shows, much appreciated by women viewers, with programmes aimed at a male audience. Mediaset Italia 2 is a channel dedicated to younger male viewers: TV series, sitcoms, cult cartoons and sports and music programmes. Mediaset Extra is a new thematic channel that offers a selection of archive and current entertainment programmes from the Mediaset network. La5 is the free digital terrestrial channel that offers scheduling dedicated to a modern feminine audience. Iris is a thematic channel dedicated to quality films, although it also broadcast programmes about cinema news, film stars and the most important film festivals

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**ITALY**



# SKY ITALIA SRL

Sky Italia S.r.l. is an Italian digital satellite television platform owned by News Corporation launched on 1st August 2003, when the former platforms Tele+ (Canal+) and Stream TV (News Corporation and Telecom Italia) merged together. It is similar in many ways to BSkyB's Sky Digital in the United Kingdom and Ireland, and like that network it is a major sports broadcaster

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ITALY



# LA7 S.R.L.

La7 and La7d are private television channels and they are owned by Cairo Communications. Their programmes are typically oriented to information, films, entertainment and sport.

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T: +39 0635584228

[www.la7.it](http://www.la7.it)

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Francesco Valle  
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**ITALY**



# LA EFFE TV

La EffeTv is a media company of Gruppo Feltrinelli. The show schedule is characterized by information, culture and entertainment, among which Cinema and TV Series.

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ITALY



# LATVIA

In 2012 a merger took place between the main commercial private broadcasters when the Swedish group MTG (Modern Times Group), owners of TV3 Latvia, took over the LNT group companies. The audience share data show that the market is still dominated by the two private channels LNT and TV3, the former now has an 11.1 % market share down from 20% in 2006. TV3 is the new market leader with 13.8% and the Russian-language channel PBK is third with 10.3%. The Latvian public service broadcaster LTV has a weaker position, with 9.2% for LTV1 and 4.1% for LTV7. (Audience data source: Eurodata TV Worldwide / TNS Latvia / Kantar Media (TV Meters Survey)). The distribution of television services is dominated by the cable operators, which supply about 40% of households. The two main providers are Baltcom and Izzi, who merged during September 2013, when AXA Private Equity, the company owning Baltcom, acquired the control of Izzi. They claimed that the two companies will keep operating as separate legal entities. The incumbent operator Lattelecom, 51% owned by the Latvian state and, indirectly, 49% owned by Sweden's TeliaSonera group, is present in the other distribution market segments. The company markets the country's main IPTV platform and operates the only digital terrestrial television platform (230 000 subscribers at the end of 2011). DTT was launched in Latvia in 2009 and, after a brief transition period, analogue terrestrial transmissions were switched off in June 2010. The investigation opened by the Latvian competition authority against Lattelecom in March 2010 for abuse of its dominant position on the pay-TV market was discontinued in September 2011.

SOURCE: MAVISE Database – a database provided by the European Audiovisual Observatory on behalf of the DG Communication of the European Commission.



*Piano Player, dir. Ilona Bruver, Kinolats, 2014*





# LATVIAN TELEVISION (LTV)

Latvian Television (LTV1 and LTV7) is a public service broadcaster, established in 1954, a member of the EBU since 1993. 60% of its funding is directly allocated by the government, while the rest must be earned by commercial activity. LTV1 is a generalist public channel, with mainly in-house productions, content commissioned from the independent sector in Latvia, as well as acquired content of European origin. The in-house drama production has been limited in the previous years, but has currently become a strategic priority. In 2014 LTV1 acquired its first-ever drama series format to be launched in 2015. LTV7 aims to provide innovative content to younger audiences, focusing on factual entertainment and documentaries, as well as sports.

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**LATVIA**



# LITHUANIA

Audience market shares of private channels have been falling again in 2012 (59% in 2008 compared to 49% in 2012). Despite a drop of more than 4%, the private channel TV3 (Swedish group MTG) continued to lead the Lithuanian market in 2012 with a daily audience market share of 16.6%, ahead of LNK (MG Baltic Group), at 16.6%. LRT, the main channel of public service broadcaster LRT, was in third position dropping below 10% for the first time (9.9%). After these, there is only one channel with a share above 5%: BTV (Achemos Group). (Audience data source: Eurodata TV Worldwide / TNS LT).

The market is dominated by the cable operators (and MMDS providers), of which there were 41 at the end of 2012 according to figures from the communications regulatory authority RRT. There were 3 operators less than in 2011 which is due to a consolidation process in the cable market. The takeover of C Gates (which belonged to the Swedish group Tele2) by the cable operator Viginta (VDNET) was authorised by the competition authority in February 2011. The merger created the country's second largest cable operator under the brand name CGates. In September 2011 CGates also signed a deal to acquire Mikrovisatos TV. In May 2012 telecommunications group Init announced a merger of its pay-TV operators Init, Vinita, Palsatas and Teletronika to a single Init company.

However, the cable networks, which still have a low digitisation rate, are facing competition from other digital platforms. These include the Viasat satellite package and various IPTV services. The IPTV market is particularly dynamic in terms of subscription numbers with an increase of 22,7% in 2012. Despite the growth in the number of operators to a total of 9 in 2012 (2 more than in 2011), the IPTV sector is dominated by Teo LT (68% owned by Sweden's TeliaSonera group). Its Interactive GALA package recorded 103 000 subscribers in October 2013.

Teo LT also operates Digital GALA, the country's main pay-DTT platform (with 68 000 subscribers in October 2013). Nine years after the introduction of free-to-air DTT channels, analogue terrestrial transmissions were switched off on 29 October 2012.

On 1 January 2013 the Amendment of Article 47 of the Act on Provision of Information to the public came into force. The new provisions change the principles of the formation of the Radio and Television Commission LRTK, define the requirements for the members, the rules for their designation and recall, and determine the LRTK's financing.

SOURCE: MAVISE Database — a database provided by the European Audiovisual Observatory on behalf of the DG Communication of the European Commission.



# LIETUVOS NACIONALINIS RADIJAS IR TELEVIZIJA

Lithuanian national radio and television. Channels: LRT televizija, LRT Kultūra, LRT Lituanica, LRT HD.

S. Konarskio St. 49,  
LT-03123,  
Vilnius

T: +370 5 236 3209  
lrt@lrt.lt

[www.lrt.lt](http://www.lrt.lt)



LITHUANIA



# TELE-3

Channels: TV3, TV6, TV8

Kalvarijų St. 135,  
LT-08221 Vilnius

T: +370 5 203 0102  
info@tv3.lt

[www.tv3.lt](http://www.tv3.lt)



LITHUANIA



# LAISVAS IR NEPRIKLAUSOMAS KANALAS

Free and independent channel. Channels: LNK, BTV, TV1, Liuks!, Info TV

Šeškinės St. 20,  
LT-07156 Vilnius

T: +370 5 243 1058  
info@lnk.lt

[www.lnk.lt](http://www.lnk.lt)



LITHUANIA



# BALTICUM TV

Channels: Balticum TV, Balticum Auksinis


Taikos Av. 101,  
LT-94198 Klaipėda

T: +370 46 390 700  
info@balticum-tv.lt

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**LITHUANIA**



# LIETUVOS RYTO TELEVIZIJA (LIETUVOS RYTAS TV)

Channels: Lietuvos Ryto TV

Gedimino Av. 12A,  
LT-01103, Vilnius

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LITHUANIA



# LUXEMBOURG

Luxembourg has long had an official policy of welcoming pan-European companies. It is home, for example, to SES Global – the world's leading satellite operator thanks to its Astra system, the RTL Group, Europe's leading audiovisual group, and M7, the satellite platform that distributes channel packages. In the field of on-demand audiovisual services, Luxembourg acts as a host country for the provision of cross-border services and is home to the iTunes Store (Apple) and other services. Microsoft's Xbox Live is also based in Luxembourg but is considered a distribution platform by the authorities and not an on-demand audiovisual service.

The law on the creation of the public service body *Autorité luxembourgeoise indépendante de l'audiovisuel* (Luxembourg Independent Audiovisual Authority – ALIA) was formally adopted on 27 August 2013 and entered into force on 1 December 2013. It reforms Luxembourg's regulatory bodies by replacing most of the former authorities by a single competent authority.

The audience share of RTL Letzebuerg in 2012 was 35.4% between 7 and 8 pm but continued to decline during the daytime. According to the 2012 Plurimedia Survey conducted by TNS Ilres, RTL Tele Letzebuerg reached 114 800 viewers (or 26.1% of the population), while the channel Den zten RTL reached 9000 (2%). CLT-UFA operates Luxembourg's digital terrestrial platform, which provides access to 13 channels, eleven of which are controlled by the RTL Group. The two independent channels are Luxe TV and Air TV, a new general entertainment channel launched in February 2011.

Cable, which supplies nearly two-thirds of households, dominates in Luxembourg. Most of the fifty or so operators identified in the country are local authorities or nonprofit associations. In 2013, only three companies were still operating in this sector. Eltrona dominates the market with the Imagin package, which had 115 000 subscribers at the end of 2010. Its main competitors are Sogel and Numericable, which was taken over in July 2011 by the Luxembourg based companies Deficom (60%) and Apax (40%). The telecommunications operator *Entreprise des P&T*, renamed Post Telecom, is a significant competitor in the pay-TV market, with its package, PostTV, which had signed up 22 000 subscribers by the end of 2011. The Belgian operator Belgacom has also gained a foothold on the market by setting up a subsidiary, Tango SA.

SOURCE: MAVISE Database – a database provided by the European Audiovisual Observatory on behalf of the DG Communication of the European Commission.





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**LUXEMBOURG**



# MALTA

Public Broadcasting Services Ltd. is an independent public service provider. It has two national TV channels - TVM and TVM2 – plus three national radio channels. These are all financed by advertising and a public service grant for specific programs of national interest. While TVM is the national broadcasting channel catering for all types of audiences, TVM2 is an informative and cultural channel with a strong documentary profile.

Both channels are broadcast free-to-air, on the cable system, on the digital aerial, and in HD format. PBS Ltd also operate the national HDTV platform which carries other national commercial and political TV stations..

SOURCE: MAVISE Database – a database provided by the European Audiovisual Observatory on behalf of the DG Communication of the European Commission.



# PUBLIC BROADCASTING SERVICES LTD.

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**MALTA**



# NETHERLANDS

The most important players in the Dutch market are the public broadcasters, with the national channels NPO 1, NPO 2, NPO 3, and all the digital channels grouped together under the Ned 24 banner, as well as the RTL group, whose channels RTL 4, RTL 5, RTL 7, RTL 8 and RTL Lounge are transmitted under Luxembourg law. The third provider, SBS Broadcasting (NET 5, SBS 6 and Veronica), was sold by ProSiebenSat.1 Media AG in May 2011 to John de Mol's Talpa Media group, which is associated with the Finnish group Sanoma.

In 2010, the daily audience share of NPO 1 rose by 1.5%, thus enabling the channel to reach 21.5%, which was higher than the figure posted in 2008. Following the public channel in audience share terms are the private channels RTL4 and SBS6 with 14.4 and 10% respectively. Their market shares have actually risen in the past two years. The two other public channels (NPO 2 and NPO 3) each have a daily share of slightly under 7%, while the figure for the four private channels - NET 5, RTL 7, RTL 5 and Veronica - is between 3 and 5%. Eight other channels have a daily audience of between 1 and 2%. (Audience data source: Eurodata TV Worldwide / Stichting Kijkonderzoek).

The Dutch public service broadcasting system is made up of some 20 national, 13 regional and 350 local broadcasters.



*De Prooi*, directed by Theu Boermans, produced by IDTV Drama & VARA - 2013



*Hollands Hoop*, directed by Dana Nechushtan, produced by Lemming Film, ARA, VPRO, NTR - 2014



# AVROTROS

ince the first of January 2014 AVRO merged with broadcaster TROS, now they operate under the name AVROTROS.

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NETHERLANDS



# BNN-VARA

Since the first of January 2014 BNN merged with broadcaster VARA, now they operate under the name BNN-VARA. Both parties keep their own name and target different audiences. BNN targets teenage and young adult audiences. It produces entertainment and informative television programs, radio programs, and feature films.

Omroepvereniging BNN-VARA  
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NETHERLANDS



# KRO-NCRV

Since the first of January 2014 KRO and NCRV and RKK merged. Now they operate under the name KRO-NCRV.

NCRV  
Postbus 25000  
1202 HB Hilversum  
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Postbus 200  
1200 AE Hilversum

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NETHERLANDS





# EO

EO is financed by the Dutch government. It transmits on Nederland 1, 2 and 3 which are national channels that transmit by cable and terrestrial network.

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NETHERLANDS



# HUMAN

The Humanistische Omroep (HUMAN) is one of the smaller public broadcasting organizations in the Netherlands. It is a public service association. HUMAN produces programmes for Dutch television, makes radio talkshows and interactive websites.

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NETHERLANDS



# OMROEP MAX

Omroep MAX is a station broadcast in The Netherlands. MAX's programming focuses on people aged 50 years and older. MAX transmits on Nederland 1 and Nederland 2.

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NETHERLANDS



# NTR

NTR is the independent Dutch public service broadcaster specialising in information, education and culture. NTR's themes are based on the statutory duties of the three public service broadcasters which in 2010 merged into NTR: NPS, Teleac and RVU.

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NETHERLANDS



# VPRO

VPRO is one in the group of the 9 biggest broadcasting associations in the Netherlands. It is financed by license fees and advertising. There are 3 public channels in the Netherlands that transmit by free cable, free satellite, free terrestrial and free digital television. VPRO can be found on all 3 channels.

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NETHERLANDS



# NORWAY

In Norway NRK remains the leading broadcasting group with a daily market share of 41% for their three public channels, NRK1 with 30.2%, is the most watched. The TV 2 group have five channels and a combined market share of 24.8%, TVNorge (ProSiebenSat.1 Media AG) trailing behind with 7.4% and TV3 (Modern Times Group) with 4.2%. (All figures from 2012)

TV3 (MTG), Viasat 4 (MTG) and The Voice TV (ProSiebenSat.1 Media AG) are established in the UK, requiring them to comply with the Audiovisual Media Services Directive (AVMSD) but not with specific provisions under Norwegian legislation, particularly in respect of programming and advertising.

Several new channels have emerged in the Norwegian market in the last years. Satellite TV distributor Viasat (MTG) has restructured its sports channels package, launching Viasat Sport and Viasat Motor. The two main private channels TVNorge and TV 2 launched HD versions. Frikanalen, an open, non-commercial channel owned by around sixty nongovernmental organisations was launched in 2008. The latest addition Trace Sport Stars, is a celebrity sports entertainment channel, launched in November 2013 that will be part of the packages of the cable operator Get.

Pay-TV has a very high penetration rate in the Norwegian market. The Norwegian group Telenor is present in every sector. In addition to its cable and satellite operations (via Canal Digital), the company's assets now also includes an IPTV platform.



*Occupied* (Yellow Bird Norway AS) has received funding from the TV-programming scheme of the MEDIA programme. (Photo: Aksel Jermstad)



# NRK NORSK RIKSKRINGKASTING (THE NORWEGIAN BROADCASTING CORPORATION)

Norsk Rikskringkasting (The Norwegian Broadcasting Corporation) is the Norwegian government-owned broadcasting company. It is non-commercial and based on public service principles. NRK is the largest media organisation in Norway. It is a founding member of the European Broadcasting Union.

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0340 Oslo  
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**NORWAY**





# TV2 NORWAY

TV 2 is the largest commercial television station in Norway and the second largest TV station in Norway. TV 2 started to broadcast in 1992, based on a governmental license to broadcast national commercial terrestrial television.

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**NORWAY**



# MTG TV

MTG TV, the former TV3 Norway is part of Modern Times Group, the channel also represents, Viasat 4 (viasat4.no), TV6 (tv6norge.no) and MTV (mtv.no) with play-channels in Norway.

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**NORWAY**



# TVNORGE

TVNorge is Norway's second largest commercial channel and went on the air in 1988 as the first advertising supported channel in Norway. TVNorge is part of SBS Discovery Media a Nordic TV and radio network that also includes TV channels FEM, VOX, MAX, TLC and Discovery..

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NORWAY



# POLAND

The most important free-to-air transmission players are still the public group TVP and the two private groups Polsat and TVN (IT1 group). The public channel TVP1 still heads daily audience figures, with a 12,2% market share (compared with 12,95% in 2013). TVP2, the second public channel presents a 9,8 % shares on the market. The public channels (TVP1, TVP2, TVP Kultura, TVP INFO, TVP Rozrywka, TVP Seriele, TVP Sport, TVP Historia, TV Polonia, TVP abc, TVP HD, TVP Regionalna) have a daily audience market share of 31,21% (versus 29,5% in 2013).

Two main private channels, Polsat and TVN have seen their audience dwindle: their market share in 2nd quarter of 2014 was 11,9% and 11,58% respectively (against 16,1% and 16,7% in 2006). (Audience data source: KRRiT/Nielsen Audience Measurement/ Eurodata TV Worldwide).

Following these four channels, there were ten that commanded between 1,1% and 3,5% of the audience market share. The fragmentation of the audience is encouraging the most important groups, which see the audience of their main channels shrinking, to increase the number of special interest channels. For example TVP has 10 national channels and 16 regional services, TVN directly provides 7 channels, the group Polsat Cyfrowy has 12 and nc+ platform group 13 channels (a subsidiary of the French group Vivendi). These groups are continuing to announce the establishment of new special interest channels.

After three years of discussion, an act amending the Broadcasting and License Fees was finally passed in August 2010.



# POLSAT

Polsat is an open TV channel that belongs to Polsat Group. It buys movies for all rights. The channel is also available in North America. Polsat airs 168 hours per week. Polsat is the 2nd national TV channel available via the terrestrial analogue network. It belongs to the Polsat group of channels which includes: Polsat Film, Polsat News, Polsat Sport, Polsat Sport Extra, Polsat Café, Polsat HD, Polsat Play and Polsat Romans. The broadcast programming of Polsat is targeted on general audience.

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**POLAND**



# TVP

TVP is a Polish public station, operating 2 nation-wide channels (TVP1, TVP2) a number of thematic channels: TVP Info, TVP Kultura, TVP Sport, TVP History, and a satellite channel TVP Polonia. Its main activity is in broadcasting, production, worldwide distribution and acquisition.

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**POLAND**



# NC+

nc+ is an advanced digital platform with the richest offer, established by the merger of the two market leaders: CYFRA+ and n. It has more than 140 selected channels of the highest quality, including more than 50 in HD, and gives access to more than 600 FTA channels. nc+ offers the most prestigious sport events and the latest film premieres straight from cinemas, available on its own six premium channels: CANAL+ HD, CANAL+ Film HD, CANAL+ Film2 HD, CANAL+ Family HD, CANAL+ Family2 HD and CANAL+ Sport HD. nc+ platform is also the broadcaster of wide range of thematic channels – Ale kino+, channel for movie enthusiasts, documentary Planete+, lifestyle Domo+ and Kuchnia+, MiniMini+ and teleTOON+ dedicated to children as well as nSport+, the first layer of access to the best nc+ sporting events.

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**POLAND**



# HBO POLAND

HBO Poland is a paid television station which is movie oriented.

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**POLAND**





TVN is the leading free-to-air channel in Poland. Additionally, TVN Group operates 3 other FTA channels TVN 7, TTV and local NTL Radomsko as well as seven thematic pay channels: TVN 24, TVN Style, TVN Turbo, TVN24 Biznes & Swiat, TVN Meteo, ITVN and Mango. TVN also offers an extensive portfolio of online products including internet VOD service Player.pl.

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**POLAND**



# PORTUGAL

The Portuguese television market is dominated by three channels, which had a combined audience share of 59.8% in 2012. Due to a change of methodology and panel introduced in March 2012, the comparison of data between 2012 and former years should be done with care. TVI (Grupa Media Capital) still had the best market share (24.2%). With 21.7% in 2012, SIC regained the second place it had lost in 2009, benefiting from a huge drop in the audience of RTP1 (24.2% in 2010, 21.6% in 2011, 13.9% in 2012). The audience share of the second public service channel RTP2 also fell from 4.5% to 3.4%. (Audience data sources: Eurodata TV / Markttest - Audimetria / Mediamonitor)

According to ANACOM (National Communications Authority), in the second quarter of 2013 about 1433 million households were able to receive TV by cable, which was a decrease of 2.6% compared to the same period of 2012, while 633 000 subscribe to satellite packages, registering a loss of 2.1% compared to the previous quarter of 2013, and 35 000 fewer than the same period in 2012 (-5.3%). The number of subscribers to a fibre optic pay-TV service has been increasing during recent years, rising from 307 000 in 2012 to 434 000 for the same period of 2013, with an increase of 27%. IPTV (DSL/ IP) has become the second most important technology (after cable) in terms of number of subscribers in Portugal, (644 000 in the second quarter of 2013, with an increase of 3.4% if compared to the beginning of the year).

Several pay-TV operators offer services on different platforms. According to ANACOM data, Zon Multimedia is still the main pay-TV player in Portugal, controlling 49% of the pay-TV market through its cable and satellite broadcasting subsidiary Zon TV Cabo. Portugal Telecom, which offers the Meo TV service (satellite and IPTV), has 40.4% of subscribers, while the company Cabovisao (sold in March 2012 by the Canadian company Cogeco Cable to the European group Altice, the operation receiving a green light by national competition authority) is the third player in the pay-TV market with a share of subscriptions of 7.4%. Apart from Meo TV, there are two other IPTV services available in Portugal: Sonaecom (a subsidiary of Sonae and France Télécom) which offers the triple-play service (Clix TV); and Vodafone which offers "Vodafone TV" as part of double and triple play services.

The introduction of DTT was initiated in early 2008 with one tender for a free-to-air Multiplex (A) and a second tender for five Multiplexes providing pay-TV services (two with national coverage B and C, and a further three on partial territorial coverage, D, E and F). PT Comunicações (Portugal Telecom) was awarded the license for the free-to-air Multiplex, and the service was officially launched in April 2009. It carries the four national terrestrial channels (RTP1 and 2, TVI and SIC) and two autonomous regional channels. The total switch-off of the analogue signal took place in April 2012. The fact that digital terrestrial television only offers four general-interest channels is also the subject of discussion. During a Parliamentary hearing, Portugal's Minister of State and Regional Development, Miguel Poiares Maduro, stated that the Government believes that the current supply of DTT in Portugal is "insufficient" and should be increased, and that during 2014 two new free-to-air channels should be added.

SOURCE: MAVISE Database  
– a database provided by  
the European Audiovisual  
Observatory on behalf of the DG  
Communication of the European  
Commission.



*Hinterland*, 2014 – Production company: Fiction Factory



# RTP

RTP is a corporation which broadcasts Radio & TV channels of public service, under concession contract, since its foundation (1957). RTP is 100% owned by the Portuguese state, mainly supported by license fees and commercial income, mostly from advertising and sponsorship. RTP produces and broadcasts 8 different television channels and 8 different radio channels, serving a wide array of audiences in Portugal and abroad.

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**PORTUGAL**



# ROMANIA

In Romania, the main players in the television market are Central European Media Enterprises (CME) and the Intact Media Group. In 2012, the audience share of Pro TV (CME) was 14.7% and that of Antena 1 (Intact Media Group) was 11%. CME has a total market share of about 20% (including Pro Cinema, Sport.ro, Acasa and Acasa Gold), and Intact Media Group about 19%. The public service channels had a combined daily audience share of 7% in 2012 (down from 24.1% in 2006). In the Summer of 2012, TVR Info closed and TVR2 merged with TVR Cultural.

TVR Info relaunched as TVR News in co-operation with Euronews in 2012. The German media group ProSiebenSat1 AG left the Romanian market after selling its main channel to the Greek Antenna Media Group at the end of 2013. Romania is an important centre for thematic television channels that target other countries. These include also the Film+ channels (Czech and Slovak Republics, Hungary, Romania) all of which are part of the RTL Group.

Approximately 40 new national channels were licensed in Romania in the years 2012 and 2013, including channels from the operator RCS & RDS.

Cable was the most important platform in Romania (50% of households) at the end of 2012. RCS & RDS is considered the main player in the market with 1.6 million subscribers end 2012.



# TVR (ROMANIAN NATIONAL TELEVISION)

TVR- TVR1, TVR2, TVR3, TVR International

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**ROMANIA**



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**ROMANIA**



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**ROMANIA**





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**ROMANIA**



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**ROMANIA**



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**ROMANIA**



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**ROMANIA**



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**ROMANIA**



# SLOVAKIA

In the Slovak Republic, the commercial channels dominate the market. The channels of Central European Media Enterprises (TV Markiza, TV Doma and Dajto) had a combined market share of 31.9% in 2012. The public service channels of STV had a combined share of 11.7%. The second commercial operator Mac TV had an audience share of 24.9% in 2012 (TV Joj and Joj Plus). (Audience data source: Eurodata TV Worldwide / PMT / TNS SK).

The commercial operators have launched a range of new channels in the Slovak Republic in 2012 and 2013: DajtoTV, Senzi TV, Fooor TV and Wau TV, all of which are available over free DTT.

Cable and satellite each deliver television services to around 40% of homes. In September 2013, the main cable operator, UPC (Liberty Global) had 194 500 subscribers, which was almost one third of the cable market. There are five satellite packages offered by three companies. The two packages Skylink and CS Link are part of Luxembourg company M7. Skylink is being promoted as a pay package, while CS Link is free. They serve a combined total of approximately 1.6 million homes in the Slovak and Czech Republics. DIGI TV is another important player and was purchased in 2013 by Slovak Telecom from RCS & RDS. UPC Direct (Liberty Global) had 62 200 subscribers in September 2013. A fifth satellite service was launched in 2010 when T-Com (Slovak Telecom) made the IPTV Magio service available over satellite. Magio had over 190 000 subscribers in September 2013 (to the IPTV and satellite services combined). IPTV is also offered by three other companies: Orange, Slovanet, and Swan.

Towercom operates four DTT Multiplexes. They carry three public service channels (including a PSB HD channel), and ten private channels. The Towercom subsidiary, Towerhome, launched pay DTT services in 2013 offering 12 additional channels. In 2011 Slovak Television (STV) and Slovak Radio (SRo) merged into a single public institution under the Act on Slovak Television and Radio of 15 December 2010. The Act also established a new system for financing of the public service. The strategy was to switch to state budget contribution to the financing. However, this system was never implemented. New legislation came into effect in January 2013 that re-instated the previous broadcasting fee for households.

SOURCE: MAVISE Database — a database provided by the European Audiovisual Observatory on behalf of the DG Communication of the European Commission.



# SLOVENIA

In Slovenia, the television market is dominated by the channels of the Central European Media Enterprises (CME) Group (Pop TV, Kanal A and the Pro Plus family of channels). These had an audience share of 36.6% in 2012. The channels of public service broadcaster RTV Slovenija, including regional channels had a strong share of 27.7% during the same period. In February 2012, another significant player TV3 (part of the Modern Times Group - MTG), ceased operating and left the Slovenian market claiming an unfair domination of the CME Group in the advertising market. This case is still pending with the competition authorities. (Audience data source: Eurodata TV Worldwide / AGB Nielsen Media Research Slovenia)

Cable served more than 30% of homes at the end of 2012. The main operator is Telemach (formerly Mid Europa Partners who sold its investment in Telemach to UnitedGlobalCom), with approximately 200 000 subscribers. Telemach has gradually been taking over smaller operators including Elektro Turnsek and Kabel TV in the summer of 2013.

More than 26% of Slovenian homes use IPTV services and three different services are available. SiOL (Telekom Slovenije) had approximately 126 636 subscribers in March 2013 (56% of the market). Further data from 2012 (Post and Electronic Communications Agency of the Republic of Slovenia - AKOS) shows that T2 had 32% of the market. The only satellite package, Total TV (Mid Europa Partners), launched in 2007, has approximately 25 000 customers.

The official DVB-T website reports reception problems in areas where there is interference from the Italian DTT transmissions. The main multiplex of RTV Slovenija has eight national and four regional channels. Six more local channels are provided on local multiplexes. Norkring (Multiplex B) left in February 2012 claiming that the public service broadcaster violated competition regulations by hosting commercial channels. Norkring dismantled the second Multiplex in Slovenia. A tender was launched for a third Multiplex (C) in October 2012, and this Multiplex was also granted to RTV Slovenija. In June 2012, the Media Act was amended providing for the cost free transmission of TV channels of special importance on the DTT multiplex operated by RTV Slovenija.

Also in June 2012, the Digital Broadcasting Act was amended to forbid the hosting of commercial TV channels on the public multiplex when other DTT multiplexes are available.

SOURCE: MAVISE Database – a database provided by the European Audiovisual Observatory on behalf of the DG Communication of the European Commission.



# RTV SLOVENIA

RTV Slovenija is a Public Institution and non-profit organisation. It renders public service in the field of radio and television activities in accordance to the RTV Slovenija Act. It produces two national TV programmes (TV SLO Channel 1 and TV SLO Channel 2), two regional TV programmes (TV Koper - Capodistria and TV Maribor), TV programmes for Italian and Hungarian National Communities, three national radio programmes, regional radio programmes and the radio programme for foreign public. The Editorial Department for Acquired Drama Programmes is responsible for acquiring and programming of foreign fiction programmes. RTV Slovenia is devoted to quality programmes of all genres from all over the world. It has five weekly slots for feature films and six for TV series, while two slots are especially dedicated to European productions.

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**SLOVENIA**





# SPAIN

In Spain, 2012 saw the private channels Telecinco (Mediaset Group) and Antena 3) outdoing the public channel TVE La Primera, with a daily audience share of, respectively, 13.9%, 12.5% and 12.2%. The trend of a steady loss of market share, already registered in the past 5 years, is due to audience fragmentation and the introduction of a plurality of niche channels. Other significant channels include Cuatro with 6.0% and La Sexta (created by a Spanish- Mexican consortium in 2006) with 4.9%. The niche channel Antena.neox (with a focus on youth entertainment) has moved above the second public service channel TVE La 2: their shares are 2.6% and 2.5% respectively.

The economic difficulties and the reduced ability for consumer spending have affected the pay-TV market, which, according to the quarterly report for the period April-June 2013 released by Comisión del Mercado de las Telecomunicaciones (CMT), is experiencing a deep crisis with a total loss of 502,190 subscriptions from the same period in 2012. The loss seems to be affecting all of the operators. The market is still dominated by the satellite package Canal+ with more than 1 700 000 subscribers in March 2013.

On the 15th February 2013, the Spanish Government approved the Digital Agenda for Spain, establishing the Government's strategy for the development of the economy and digital society in Spain for the period 2013-2015, with the aim to fulfill the goals set by the Digital Agenda for Europe strategy for 2015 and 2020.

On 4 June 2013, a new regulatory body, la Comisión Nacional de los Mercados y la Competencia (CNMC), was established. It is an independent body, which will merge almost all of the existing regulatory agencies.

On 1 August 2012, an amendment to the Audiovisual Act 7/2010 was adopted by the Spanish parliament, introducing a new legal framework for regional public service broadcasters, which aims at allowing regional public service broadcasters greater flexibility in the provision of their audiovisual media services.

SOURCE: MAVISE Database – a database provided by the European Audiovisual Observatory on behalf of the DG Communication of the European Commission.



# ANTENA 3

Antena 3 is a private Spanish terrestrial channel. Its programming is generalist. When it was launched, Antena 3 was the first national private channel in Spain. It is controlled by Planeta de Augustini and RTL Group.

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**SPAIN**





# ARAGON TELEVISION

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**SPAIN**



# CANAL EXTREMADURA TELEVISION

Canal is an autonomous public channel of Extremadura. It is broadcast in Spanish with regional coverage and free access.

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**SPAIN**



# CANAL SUR

Canal Sur is the main regional autonomous public channel of Andalusia.

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# RTV CASTILLA LA MANCHA

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**SPAIN**



# ETB1 – EUSKAL TELEBISTA

EITB is the first communication group of Euskadi It has more than 25 years of experience in the communication world. During this time it has consolidated as a modern and efficient media that daily goes over to more than one million citizens, to whom it mainly offers information and entertainment.

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**SPAIN**

# LA SEXTA – (TELEFILM)

La Sexta is a Spanish private terrestrial generalist channel. When it was launched in 2006, la Sexta became the sixth Spanish national terrestrial channel. La Sexta is controlled by the GAMP (which includes Mediapro) and the mexican group Televisa.

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**SPAIN**





# TELEVISIÓ DE CATALUNYA

Televisió de Catalunya is an autonomous public channel of Catalonia. It is broadcast in Catalonia, with free access, in Catalan. Televisió de Catalunya deals with six different channels: TV3, 33, 3/24, Esports 3, Super 3 and TV3CAT.

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**SPAIN**



# TELECINCO – GESTEVISION

Telecinco is a Spanish commercial television channel operated by Gestevisión Telecinco. Launched in 1990 as Tele 5, it was the fifth of the national terrestrial television channels. In 1997, Tele 5 was rebranded as Telecinco, dropping the flower logo seen in other Mediaset channel logos. Telecinco is a general channel catering for all audiences. It shows popular films, series and sport.

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# TVE – TELEVISIÓN ESPAÑOLA

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**SPAIN**

# SWEDEN

SOURCE: MAVISE Database – a database provided by the European Audiovisual Observatory on behalf of the DG Communication of the European Commission.

The main players in the Swedish broadcasting market are public broadcaster SVT, private Swedish groups Bonnier (TV4 and C MORE channels) and Modern Times Group – MTG (TV3, TV6, TV8, Viasat Film and Viasat channels, some of which are broadcast from the United Kingdom), and the German group ProSiebenSat.1 Media AG, whose channels Kanal 5 and Kanal 9 are also transmitted from the United Kingdom.

In 2009, the public channel SVT1 regained its position as the most watched channel in Sweden, with a daily audience share of 20.9%. In 2011 SVT1 (22.9%) was still ahead of TV4 (Bonnier), which remained below the 20% mark (19.7%). SVT2, Sweden's second public channel, dropped to 6.8% (a market share that has virtually been halved in the space of five years) and lost third place in 2009 to TV3 (MTG) which holds 7.2% in 2011. It is followed by Kanal 5 (ProSiebenSat.1 Media AG) and TV6 (MTG), two established channels, and TV3, broadcast from the United Kingdom.

The combined audience market share of these six main channels was 67.9% in 2011, compared to almost 80% five years earlier. Due to an increasing audience fragmentation, the broadcasting groups have increased their range of specialist channels. In terms of total audience share per group, the SVT channels saw their market share fall from 38.3% in 2006 to 34.8% in 2011, in contrast to the TV4 channels, whose share rose from 26.2% to 32.1% in 2011. (Audience data source: Eurodata TV Worldwide / MMS Mediamätning | Skandinavien AB)

Regarding distribution, the main players in the market remain the Swedish groups MTG, TeliaSonera and Teracom, as well as cable operator Com Hem and the Norwegian Telenor group.

Regarding legal developments, the new Radio and Television Act entered into force on 1 August 2010, transposing the Audiovisual Media Services Directive (2007). The Act defines and regulates sponsorship, advertising and product placement. It also creates a new audiovisual regulatory body, Myndigheten för radio och tv (Swedish Broadcasting Authority), which replaces the radio and television authority (Radio-och TV-Verket, RTVV) and the Swedish audiovisual commission (Granskningsnämnden för radio och TV, GRN).



*The Bridge - Season Two.* Sofia Helin and Kim Bodnia as Saga and Martin. (Photo: Carolina Romare)



# SVERIGES TELEVISION (SVT)

SVT is the Swedish public service broadcaster financed by a compulsory fee. They had 64 hours of broadcasting per day on all their channels. 26 % of the programming is fiction.

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**SWEDEN**



# SBS DISCOVERY TELEVISION

SBS Discovery Television – Channels showing drama are Kanal 5, Kanal 9 and Kanal 11. Kanal 5 has an entertainment, feature film and series profile. Kanal 9 targets the male viewer with a mix of high quality drama, sports and feature films. Kanal 11 targets the female viewer with a mix of drama, glamour and relationships. SBS Discovery Television – Channels showing drama are Kanal 5, Kanal 9 and Kanal 11. Kanal 5 has an entertainment, feature film and series profile. Kanal 9 targets the male viewer with a mix of high quality drama, sports and feature films. Kanal 11 targets the female viewer with a mix of drama, glamour and relationships.

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**SWEDEN**



# TV4 / C MORE

TV4 Group started its transmissions in 1990. TV4 Group has a range of channels under the TV4 brand. C More (Previously known as Canal+) was started by French Canal+ in 1997 but is now owned by TV4. Canal More is a pay TV service with 15 channels

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**SWEDEN**





# TV3 / TV6 / TV8 / TV10

TV3 started its transmissions in 1987 and was the first commercial channel in Sweden. It has an entertainment and feature film profile. TV6 has a profile of entertainment, sports and fact shows. TV8 has a focus on series and lifestyle. TV10 focuses on sports and documentaries. These channels are all owned by Viasat which is part of MTG (Modern Times Group).

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**SWEDEN**



# VIASAT / VIASAT FILM

Viasat has a range of pay tv documentary and sports channels as well as the eight Viasat Film film channels. Acquisitions for the Nordic market are handled at the London office.

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# TURNER NORDIC AND BALTIC

Turner Broadcasting System International operates versions of core TBS brands, including CNN, TNT, Cartoon Network and Turner Classic Movies, as well as country- and region-specific networks and businesses in Latin America, EMEA and the Asia Pacific region. It runs Pay- and Free-TV-channels, as well as Internet-based services and is a commercial partner with various third-party media ventures; it teams with Warner Bros. and HBO to leverage Time Warner's global reach. Currently, TBS operates more than 130 channels in more than 30 languages in some 200 countries around the world. Turner Broadcasting System International, Inc. is a subsidiary of Turner Broadcasting System, Inc. (TBS), a Time Warner company.

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# SWITZERLAND

Switzerland is a federation made up of 26 cantons and has four national languages: French, German, Italian and Romansch. This is reflected in the organisation of the audiovisual landscape, with French, German and Italian channels having a major presence on the Swiss market.

However, the different language markets are still dominated by the public channels. The public service broadcaster SRG SSR idée suisse provides through its seven operating units seven television channels (three in German, two in French and two in Italian) and seventeen radio stations.

On 29 May 2013, the Federal Council (the Swiss government) issued a message to the Parliament on the partial revision of the Radio and Television Broadcasting Act, providing for the public radio and television service to be financed in the future by an “appropriate and practical” licence fee. With some exceptions, all households and companies are to pay the new fee, which will replace the former licence and be slightly less expensive. The change in the system was welcomed by a majority at the consultation stage. The draft legislation also provides for more flexibility and for simplified procedures for granting concessions to private radio and television stations.

Switzerland has 13 private regional television channels. In December 2013, the regulator OFCOM published the results of a study carried out on public satisfaction with regard to the range of TV channels available. The SSR TV programmes appealed to 60% of those questioned, while just 50% of the public gave the regional TV channels a positive rating. Viewers’ criticism mainly concerned the quality of programme production and the poor entertainment value. For almost all the criteria mentioned, the private TV channels were rated less favourably than the SSR radio and television stations and local private radio stations.



# RSI

RSI is part of the group SRG SSR, the Swiss public broadcaster. The Italian unit operates two channels: LA 1 and LA 2. LA 1 is a full service channel aimed at a broad audience. LA 2 is a complementary channel with a focus on sport. There are also children's programs and repeats of news programs from LA 1. The drama editorial line looks for strong and realistic fiction stories. RSI also participates in foreign productions involving a Swiss co-producer within the "Pacte", an agreement aiming to support independent productions, both for cinema and television.

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# SWITZERLAND



# RTS

RTS is the national French speaking language public service channel in Switzerland. It operates two channels. RTS 1 is a mainstream channel. The prime-time schedule showcases its major in-house productions. RTS 2 complements RTS 1 with sports coverage, documentaries, arts programming and a special strand for young people. RTS also participates in foreign productions involving a Swiss co-producer within the "Pacte", an agreement aiming to support independent productions both for cinema and television.

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# SWITZERLAND

# SRF

SRF is the German language public service channel in Switzerland and operates three television channels. SRF 1 – a high-quality schedule of news and current affairs, light entertainment and arts, with a large proportion of in-house productions – reflects the complex reality of life in culturally diverse Switzerland. SRF zwei gives heavy emphasis to sport, feature films and series. The schedule is aimed more at a younger audience. SRF info offers viewers time-shifted viewing with running repeats of the latest information-based formats - news, sport and the arts. SRF participates in foreign productions involving a Swiss co-producer within the "Pacte", an agreement aiming to support independent productions both for cinema and television.

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SWITZERLAND



# UNITED KINGDOM

The television market in the UK has undergone one of its most transformative periods in many years.

US media giant Viacom, which owns MTV and Nickelodeon, acquired free-to-air broadcaster Channel 5 for £450m in May 2014, giving it one of the most prestigious channel slots, while international factual broadcaster Discovery and cable giant Liberty teamed up to buy superindie producer All3Media, which makes series including Gogglebox and Midsomer Murders.

Meanwhile, ITV launched two channels, female skewing ITVBe and pay-TV network Encore, its first channel launches since 2006, Sony bought 16 ad-supported channels including True Drama and A+E Networks launched Lifetime.

ITV also recorded ratings growth during 2013 with gains of 3.1% thanks to hits such as Broadchurch and I'm A Celebrity, Get Me out Of Here.

Channel 4 has seen increased investment in international drama co-productions, appointing Simon Maxwell as Head of International Drama to commission a slate of high quality, ambitious drama co-productions that embody Channel 4's distinctive values and have international appeal.

Sky 1, which continues to commission big-budget drama as part of an annual £600m original programming commitment, saw a ratings rise of 4.3%, compared to a 10% decline the year before. However, BBC1 was down to a 21.1% share and Channel's share tumbled 11.4% to 5.8%.

The other main development over the last twelve months was the introduction of the high-end TV tax credit. The move, which meant that dramas with budgets over £1m qualified for a tax break, saw more than 40 TV productions with a total TV spend of almost £400m benefited. Shows such as Game of Thrones and 24: Live Another Day were among 13 international productions made in the UK, while a further 30 UK productions including BBC1's Atlantis, Call The Midwife and Sky's medical drama Critical qualified.

SOURCE: MAVISE Database — a database provided by the European Audiovisual Observatory on behalf of the DG Communication of the European Commission.





*Hinterland*, 2014 – Production company: Fiction Factory



*Jamaica Inn*, 2014 – Production company: Origin Pictures



# BBC

The BBC is the largest broadcasting organisation in the world. Its mission is to enrich people's lives with programmes that inform, educate and entertain. It is a public service broadcaster, established by a Royal Charter and funded by the licence fee that is paid by UK households. The BBC uses the income from the licence fee to provide services including 8 national TV channels plus regional programming, 10 national radio stations, 40 local radio stations and an extensive website. BBC World Service broadcasts to the world on radio, on TV and online, providing news and information in 32 languages. It is funded by a government grant, not from the licence fee. The BBC also has a commercial arm, BBC Worldwide. Its profits are returned to the BBC for investment in new programming and services.

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UNITED KINGDOM



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UNITED KINGDOM



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UNITED KINGDOM



# BBC NORTHERN IRELAND

BBC Northern Ireland (Irish: BBC Thuaisceart Éireann / Ulster Scots: BBC Norlin Airlann) is the main public service broadcaster in Northern Ireland. The organisation is one of the three national regions of the BBC, together with BBC Scotland and BBC Wales. Based at Broadcasting House, Belfast, it provides television, radio, online and interactive television content. BBC Northern Ireland currently employs 700 people, largely in Belfast.

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UNITED KINGDOM



# BBC SCOTLAND

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## UNITED KINGDOM

# CHANNEL 4

Channel 4 is a public service for information, education and entertainment. The Broadcasting Act 1990 requires that Channel 4 programmes shall: appeal to tastes and interests not generally catered for by ITV, encourage innovation and experiment, be distinctive, maintain a high general standard and a wide range, include a proportion which are educational, provide high quality news and current affairs, include proportions which are European and are supplied by independent producers.

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UNITED KINGDOM



# CHANNEL 5

Five is a public service for information, education and entertainment. It broadcasts 24 hours a day, 7 days a week.

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10 Lower Thames Street  
London, EC3R 6EN

T: 020 8612 7700

[www.channel5.com](http://www.channel5.com)

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UNITED KINGDOM





ITV is the biggest commercial television network in the UK, broadcasting the most talked about television and making a major contribution to the UK's culture, economy and communities. The ITV Network is made up of 15 regional licences, providing television to viewers across the UK. 11 of the licences in England and Wales are owned by ITV Plc, formed in 2004 following the merger of Carlton and Granada. SMG owns the two Scottish licences, Scottish Television and Grampian; UTV and Channel Television own the licences for Northern Ireland and the Channel Islands respectively.

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# BSKYB

Sky One is an entertainment channel (with simulcast in HD). In addition to providing a television satellite service to subscribers (over 9.3 million households at the end of March 2011), BSKYB also has a portfolio of TV channels: Sky1, Sky Living, Sky Atlantic, Sky Arts 1 & Sky Arts 2, Sky 3D and Challenge.

Grant Way,  
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[www.skyone.co.uk](http://www.skyone.co.uk)

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# UKTV

UKTV is a major industry player and one of the most important and successful multi-channel providers in the UK. Formed in 1997, it is an independent commercial joint venture, between Virgin Media and BBC Worldwide, the commercial arm of the BBC. Attracting 36 million viewers each month, the network offers a broad range of quality programming across its entertainment, lifestyle and factual offerings - Watch, GOLD, Dave, Alibi, Eden, Blighty, Yesterday, Home, Really and Good Food. UKTV currently operates 24 broadcast streams when multiplexes (+1s) and HD channels are taken into account, and complementary websites for every channel brand. The success of UKTV is based on its programming including award-winning shows from the BBC and an increasing number of original commissions (around 700 hours a year) and acquisitions. All ten UKTV channels are available on Sky Digital and Virgin Media, with Dave, Yesterday and Really also on Freeview.

10 Hammersmith Grove  
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T: +44 20 72996200

[www.uktv.co.uk](http://www.uktv.co.uk)

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# S4C

S4C has a statutory obligation to broadcast to a majority of Welsh language output during peak viewing hours (1800 – 2200). The schedule provides a wide variety of popular TV – drama, entertainment, sports, music, news and current affairs, games and quizzes, youth and children's programming.

Parc Ty Glas,  
Llanishen,  
Cardiff CF14 5DU

T: +44 (0) 29 20 747 444

[www.s4c.co.uk](http://www.s4c.co.uk)

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# STV

STV's broadcasting business incorporates two licences – one for the north of Scotland and one for central Scotland. Together, these services produce dedicated regional programming to over three and a half million viewers across Scotland each week. STV's wide range of programming reflects Scotland's distinctive political, legal, educational, cultural and sporting institutions via news, current affairs and non-news programming, including original drama and factual documentaries. News is at the heart of both services, with STV News bringing viewers live, comprehensive and up-to-the-minute news from across the region with regular evening news programmes and bulletins throughout the day.

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[www.stv.tv](http://www.stv.tv)

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UNITED KINGDOM

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